



**INVESTIGATING WEBSITE FEATURES QUALITY USING
THREE ONLINE TECHNIQUES ON THE LEAD
GENERATION WEBSITE - A CASE STUDY**

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ABSTRACT

High-quality website features can attract, engage and convert more visitors to online users and customers. The well-established process of Visitor Acquisition leads to increased traffic attending the website. Well-understood Online User Behaviour facilitates in understanding the intention of online users regarding their needs, wants and desires on pages of the website. Conversion Rate Optimisation improves the conversion of online users, increasing Conversion Rate to achieve a successful business.

This thesis reports on a research project that aimed to study the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in the Lead Generation website. To better understand this relationship and this impact on conversion of online users, three tools were used to collect data at the organisational level and the individual level from the Conversion Kings website, an agency located in Brisbane that was used as a case study. These three tools included Google Analytics, Heat Maps and the Conversion Funnel relying on an online survey.

Google Analytics results indicated that usefulness and usability problems on the website were the main factors related to Website Features Quality that had a negative relationship with both Visitor Acquisition and Online User Behaviour and reduced Conversion Rate Optimisation. The differentiation in the demographic data moderated the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

The data from the Heat Maps showed that most visitors and online users started their journey on the website to search for general information, then went to browse specific information and details, and finished by attempting trials or tests of Conversion Rate Optimisation Audit and User Experience Audit. The home page had the most clicks or taps and movements compared to other pages. The areas of interest intensified on the top of the pages on the website. Website pages, online user devices and colours of page sections moderated the relationships between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

The most important outcome of the data from the Conversion Funnel was that visitors and online users chose different preferences for Website Features Quality at different stages of the Conversion Funnel. These preferences were Google engine, Google review, sufficient information or content, reputation or rank, trust and experience of the

agency. The demographic data moderated the choices of these preferences of Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

Google Analytics results provide demographic data and real-time data to developers, designers, analysts and marketers of the website to evaluate and improve the performance of Website Features Quality, in terms of attracting, engaging and converting the online users. Heat Maps results indicate that Heat Maps offer developers, designers, analysts and marketers a visualised measure of opportunities and challenges related to the experience of online users on pages of the website for a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

The Conversion Funnel categorised factors that were related to the preferences of online users into factors related to the acquisition stage, factors related to the behaviour stage, and factors related to the conversion stage and their relationship with the Website Features Quality. Developers, designers, analysts and marketers of the website can utilise form these factors to better understand the preferences of online users at each stage of the Conversion Funnel.

The research on the relationship between Website Quality Features and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in the Lead Generation website showed that there is a need for more study and research on these components in other environments for a better understanding of this relationship and their impact.

CERTIFICATION OF THESIS

This thesis is entirely the work of **HAMZAH MOHAMMED KADHIM AL-GBURI** except where otherwise acknowledged. The work is original and has not previously been submitted for any other award, except where acknowledged.

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“In the name of Allah (God), the Entirely Merciful, the Especially Merciful.”

“Certainly, will the believers have succeeded.”

Surah Al-Mu'minoon (The Believers) - Verses Number 1

“Indeed, those who believed and those who were Jews or Christians or Sabeans [before Prophet Muhammad] - those [among them] who believed in Allah (God) and the Last Day and did righteousness - will have their reward with their Lord, and no fear will there be concerning them, nor will they grieve.”

Surah Al-Baqarah (The Cow) - Verses Number 62

Allah intends only to remove from you the impurity [of sin], O people of the [Prophet’s] household, and to purify you with [extensive] purification.

Al Ahzab (The Clans) - Verses Number 33

Allah (God) Almighty has spoken the truth

And he (Jesus) said to them, “Pay attention to what you hear: with the measure you use, it will be measured to you, and still more will be added to you.”

Mark 4:24

“Truly I tell you”, Jesus answered, “this very night, before the rooster crows, you will disown me three times.”

Matthew 26:34

I want to dedicate my work, including this thesis, to those who have been killed, kidnapped and tortured in Iraq, where they are striving for the independence, justice and rights.

I want to dedicate my work, including this thesis, to those who are suffering in unfair situations, and to individuals who strive for making a fairer world from sunrise to sunset.

I also want to dedicate my work, including this thesis, to those who are suffering silently under illness, diseases or sickness, and to individuals who aid, treat and look after them day and night.

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LIST OF TERMS

Terms	Description	References
Website	is a service in the online environment where online users can find, match and achieve their needs, wants or desires	(Zhang and Dran 2001)
Website Quality	refers to features that fulfil the preferences and enhance the experiences of online users on website pages	(Yoo and Donthu 2001)
Visitor Acquisition	is a concept that focuses on customer relationship management, including new online users; and customer retention, which consists of returning online users	(Sohnchen and Albers 2010)
Online User Behaviour	refers to buying behaviour, whereas in the Lead Generation informati2on-seeking environment, it refers to enquiring behaviour	(Chiu et al. 2006)
Conversion	refers to the mechanism of changing the behaviour of the online user from one situation to another	(Gupta et al. 2010)
Conversion Rate	is the ratio of website visitors who made purchases, to those who did not, on website pages	(Di Fatta et al. 2018)
Conversion Rate	is “one of the measures that make perfect sense” in the online environment as it evaluates whether Website	(Kuneinen 2013, p. 4;
Optimisation	Features Quality is successful or not	Najafi 2014)
Funnel	refers to “a sequence of activities and events that leads customers toward purchases”	(Kotler et al. 2006, p. 11)
Conversion Funnel	refers to “sequence of events that an online user experiences after visiting a website page with contextual advertisements”	(Bagherjeiran et al. 2010, p. 2)
Google Analytics	is an effective and simple free tool that is used to measure and analyse statistics of visitors and online users	(Pakkala et al. 2012)
Heat Map	is “a freely available website server that allows online users to visualise their data through an easy-to-use graphical interface interactively”	(Babicki et al. 2016, p. 147)

1. CHAPTER ONE: BACKGROUND

1.1 Introduction

The online environment has become an essential part of the everyday lives of online visitors, online users and customers (Cebi 2013). The Internet facilitates connection and communication between companies and organisations and their platforms, including websites or applications, in the online environment (Al-Qeisi et al. 2014). In the online environment, the e-business goal is to offer ideal content, design, system and service for a better experience to online users (Cyr 2013).

The World Wide Web (WWW) is a primary platform to buy, sell, and exchange goods, services, and information via the Internet, including computer, tablet and mobile phone networks (Thushara and Ramesh 2016). WWW is also a platform that facilitates information-seeking and electronic(e)-commerce between online users, companies and organisations (Zhang and Von Dran 2000). A website is a primary source to complete the exchange and transaction of information on WWW (Lee and Koubek 2010).

Most companies and organisations tend to use websites to draw the attention of online users to their online environment (Liang and Lai 2002). To meet their goal, these companies and organisations increasingly rely on the website to increase the volume of purchases and the number of visitors and online users (Hausman and Siekpe 2009). There is further opportunity to improve the efficiency and effectiveness of the website as a communication channel between companies and organisations and online users (Ashraf and Thongpapanl 2015).

Since many companies and organisations promote offers and deliver their products, including goods or services, to online users through their websites, and there is competition among them they strive to meet the demands of online users on their websites (Kilic and Senol 2010; Lee and Koubek 2010), most companies and organisations seek to extend their representation in the online environment relying on their websites (Rosen and Purinton 2004).

Companies and organisations create website features to attract more traffic and to impact the perceptions of online users (Constantinides 2004). Website features combine the fields of information systems, digital marketing and computer science. Together, the Internet and the website features shape the relationships between companies and organisations and online users (Vila and Kuster 2011).

Website features is a landscape that includes information content and interface design in addition to the operating system and customer services. This landscape draws attention and shapes preferences in the minds of online users (Rosen and Purinton 2004) and therefore determines Visitor Acquisition and Online User Behaviour; terms that come from the digital marketing discipline (Ding et al. 2015).

Website Features Quality include Content Feature Quality, Design Feature Quality, System Feature Quality and Service Feature Quality. Website Content Quality comprises prestige features, including currency, reputation and sustainability (Cebi 2013). The Website Content Quality is a crucial subject where experience, knowledge and skill work together to create this content (Constantinides 2004).

Website Design Quality includes attractiveness use of attractive colours, organisation, proper use of multimedia or adequate use of fonts, typography and visual organisation (Aladwani 2006; Lee and Koubek 2010). The Website Design Quality is the main feature for engaging online users on the landing page and other pages of the website (Wu et al. 2013).

Website Service Quality comprises communication features, including online help and responsiveness and helpful service (Wolfenbarger and Gilly 2003; Cebi 2013). Website Service Quality, including default channels, has more impact on Visitor Acquisition compared to marketing strategies, such as the use of promotional materials, because online users prefer default channels more than advertisements (Uncles et al. 2013). These default channels include direct channel, display, email, referral, organic search, paid search and social and (Other), such as email (Mangold 2020).

Successful Website Features Quality also consists of the flow state, which refers to the smooth psychological interaction of online users with the Website System Quality and optimal experience of online users (Esteban-Millat et al. 2014). Website System Quality can include the computer or utilitarian features, such as buttons, check-boxes, drop-down menus or radio (Hausman and Siekpe 2009; Gounaris et al. 2010). Website System Quality has an impact on Online User Behaviour, including pre-use usability, which refers to tasks before doing the final action, and Conversion Rate Optimisation, including post-use usability, which refers to tasks after doing the final action (Lee and Koubek 2010). Website System Quality has an impact on Online User Behaviour, including pre-use usability, which refers to tasks before doing the final action, and Conversion Rate Optimisation, including post-use usability, which refers to tasks after doing the final action (Lee and Koubek 2010).

Well-established Website System Quality, such as a hyperlink or navigation, impacts considerably on Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. This hyperlink or navigation tool tells online users the current, future or earlier locations by pointing them in the right direction toward the final action (Liang and Lai 2002).

Visitor Acquisition is the process to allocate the resources, including strategies, techniques and tools, of companies and organisations to obtain new online users and retain current online users (Alhawari 2012). A well-taken decision about Visitor Acquisition will lead to better achievement of Conversion Rate Optimisation (Sohnchen and Albers 2010). However, many companies and organisations prefer to focus more on returning online users compared with new online users (Verhoef and Langerak 2002).

Online User Behaviour is defined as “the behaviour that online users display in searching for, purchasing, using, evaluating and disposing of goods or services that they expect will satisfy their needs or wants” (Schiffman et al. 2013, p. 4). Online User Behaviour can also involve a range of behaviours, including purchase behaviour, contact behaviour, retention behaviour, responding behaviour and migration and defection behaviour (Xu and Walton 2005). Online users in the online environment can be classified into a range of characteristics, including visitors, engagers, expressers or informers, networkers, or watchers and listeners (Vinerean et al. 2013).

Conversion Rate Optimisation is a concept used to improve the conversion mechanism of online users to do the final action and to increase the Conversion Rate of website transactions (Stavljanin et al. 2014). Conversion Rate Optimisation is a primary technique for improving the experience of online users and “to increase the percentage of visitors that convert into users and customers” (Najafi 2014, p. 1145). Conversion Rate Optimisation is more than just reading or understanding the metrics of converting visits into purchases (Moe and Fader 2001).

The main challenge in increasing Conversion Rate is to choose the right developers, designers, analysts and marketers to create and process the metrics of data (Chaffey and Patron 2012). Conversion Rate Optimisation can be improved either by focusing on aspects of Website System Quality, such as load speed, or by focusing on the promotion of Website Service Quality, including discounted prices or free shipping (Di Fatta et al. 2018).

To better understand the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, developers, designers, analysts and marketers need to well-comprehend the online data (Farsaii 2016). A smaller number of

Visitor Acquisitions and a high percentage of Conversion Rate may be better for the business than a high number of Visitor Acquisitions and a low percentage of Conversion Rate.

In the first case, the Conversion Rate leads to more revenue and profits for companies and organisations compared to the second case (Ayanso and Yoogalingam 2009). The secret of increasing the Conversion Rate is not only related to how the Website Features Quality performs or the success of digital marketing strategies but is also associated with a better understanding of Online User Behaviour, such as the preferences of online users (Soonsawad 2013).

To investigate the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, the current study uses Technology Acceptance Model; the Flow Theory; and, the Planned Behaviour Theory to explain these relationships.

1.2 Study Website and Scope

As discussed in the above section, previous studies have studied Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in different websites. These websites included e-commerce, e-retail, e-banking, e-media, e-bookstores, e-stores, e-educational services and the mobile industry (Zhang and Von Dran 2000; Liang and Lai 2002; Moe and Fader 2004a; Rosen and Purinton 2004; Schlosser et al. 2006; Hausman and Siekpe 2009; Kuneinen 2013; Soonsawad 2013; Al-Qeisi et al. 2014; Najafi 2014; Hasan 2016; McDowell et al. 2016; Miikkulainen et al. 2017).

Most companies and organisations also feel that there is a need to elevate the level of their representation in the online environment to achieve their goals, such as promoting and distribution of products, including goods and services (Rosen and Purinton 2004). There is considerable effort needed to have a better understanding Website Features Quality and its relationship with user experience, including beliefs, attitudes, intentions and behaviours, to find the best way for improving the quality of its features (Vila and Kuster 2011).

Very little research has been undertaken that gives an understanding of the relationship between Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website (Rosen and Purinton 2004). The Lead Generation is a term that refers to identifying and cultivating potential online users for a business of products, including goods or services (Lexico 2020). The lead is an individual who is interested in the goods or services of a company or organisation (Hubspot 2020).

Generation refers to all people who were born and lived at a similar time (Wikipedia 2020). Generation includes four main categories, and these categories are Generation born before 1945; Generation born between 1946 and 1964; Generation X born between 1965 and 1979; and Generation Y born between 1980 and 2000 (Sherman et al. 2015). These generations have different beliefs, expectations and values from each other in different online environments.

Websites, such as the e-retailing and e-commerce are different (De Haan et al. 2015; McDowell et al. 2016) in terms of stages and pages from other websites, such as the Lead Generation website. The process of the Lead Generation website consists of four stages, including (i) visitors discover the business through marketing channels; (ii) visitors click on call-to-action, such as an icon, image or icon; (iii) the call-to-action leads visitors to convert into online users and land on the home page; and (iv) online users fill out forms to convert into customers on the website (Hubspot 2020). Whereas, on the e-commerce website, the stages consist of (i) finding goods or services; (ii) exploring goods or services; (iii) choosing goods or services; and (iv) purchasing goods or services (Singh et al. 2005).

Therefore, the key difference is that for Lead Generation, the final action is the completion of a form or an enquiry, but there is no purchase made. This difference is reflected in the page sequencing. On the e-retailing and e-commerce website, the page sequence is home page/greeting stage; product/catalogue page(s); shopping cart/basket page(s); and checkout page(s) (De Haan et al. 2015; McDowell et al. 2016). Whereas on the Lead Generation website, pages include the Home page; the Conversion Rate Optimisation page; and the Free Analysis and Audit page (ConversionKings 2018).

There is a need to extend the study of Website Features Quality and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on other websites, such as the Lead Generation website, rather than focussing only on the e-commerce website, such as e-banking services, because of the differences in the process of acquisition, the behaviour of online users and the mechanism of converting visitors into online users and customers (Yousafzai et al. 2010). Therefore, there is also a need to study the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation, specifically on the Lead Generation website.

The relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation has been investigated in different countries. These countries include China (Zhou et al. 2009), Spain

(Vila and Kuster 2011), Taiwan (Liang and Lai 2002; Wu et al. 2013), Turkey (Cebi 2013), the United Kingdom (Al-Qeisi et al. 2014) and the United States (Zhang and Von Dran 2000; Rosen and Purinton 2004; Song and Zahedi 2005; Hausman and Siekpe 2009; Hasan 2016).

There is little research conducted in Australia to understand the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Therefore, the current study investigates the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in Australia.

1.3 Study Motivation

Website Features Quality specifically established for online users includes content quality, design quality, system quality and service quality. These disparate properties are necessary aspects in the field of information systems because these components are essential aspects to online users as well (Al-Qeisi et al. 2014). Online users are either information seekers, goods customers or service clients, in addition to being online technology users (Cho and Park 2001).

Significant areas of Website Features Quality include information systems and digital marketing perceptions. Information systems and digital marketing are also the primary aspects of e-business (Vila and Kuster 2011). E-business websites play a strategic role in digital marketing, and they facilitate the needs, wants and desires of online users (Cebi 2013).

The information systems field is closely related to the online environment and digital marketing fields (Constantinides 2004). Information systems are the main aspect of Visitor Acquisition because information, such as review on the website, has an impact on converting visitors into online users (Thorleuchter et al. 2012). Online Users Behaviour on the website, such as obtaining information, is associated with the field of information systems (Pavlou and Fygenson 2006).

Whereas gaining goods or services are related to digital marketing (Pavlou and Fygenson 2006). The initial success of digital marketing and Website Features Quality depends on the measurability of their outcomes compared to traditional marketing (Kuneinen 2013). Hence, Website Features Quality plays a significant role in leading to more traffic or selling more goods and services than in the traditional store (Hasan 2016).

Digital marketing and Conversion Rate Optimisation are integrated to increase the conversion of visitors into online users and customers (Farsaii 2016). This relationship

exists between information systems, digital marketing, Website Features Quality, and the experience of online users in the literature motivated the current study to research the relationship and the impact among these components.

Conversion Rate Optimisation is a much-debated subject in the academic discipline and industry. It is still an emerging field in the areas of information systems and digital marketing (Ayanso and Yoogalingam 2009) and has become a central aspect of digital marketing in the online environment (Jia et al. 2017). Conversion Rate Optimisation is a group of processes, including the mechanism of conversion and Conversion Rate that can help to continually improve Website Features Quality (Najafi 2014).

Website Features Quality impacts Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation more than the conventional layout in the traditional environment as it combines technical features, such as transaction process, and marketing features, such as aspects of service (Palmer and Griffith 1998). The online environment is a fundamental medium for connecting, communicating and transacting between online users and companies or organisations (Bao et al. 2011) and Conversion Rate Optimisation is a measurement of the quality and performance of this online environment, used specifically on the e-commerce website.

The continuing improvement of Website Features Quality may be attributed to changes in both technology and response to requirements of online users and requires experience, knowledge and skills in the Conversion Rate Optimisation discipline (Najafi 2014). The need to understand the requirements of the online users, to improve the Website Features Quality and to increase the Conversion Rate Optimisation encouraged the current study to research the relationship and impact among these components.

That is, the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. This study investigates the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website.

1.4 Study Justification

Marketers use Website Features Quality as a leading channel to promote, offer and sell their goods or services (Wu et al. 2013). Well-designed website features offer many benefits to companies and organisations, including the connection or interaction with online users (Al-Queisi et al. 2014). Website Features Quality, therefore, has an appreciable impact on

Visitor Acquisition, including attention, Online User Behaviour, including intention, and Conversion Rate Optimisation, including the final action (Cebi 2013).

A high-quality website feature and their impact on Online User Behaviour is similar to price and its impact on customer behaviour in a conventional environment (Koufaris 2002). For example, in the traditional environment, physical design features, such as layout and organisation of information, impact more strongly on the behaviour and decision-making of customers, including the final action. However, in the online environment, the psychological Website Features Quality, such as privacy, security and trust, impact more dominantly on Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

Online User Behaviour has more impact on online design compared to the traditional model (Moe and Fader 2004a) for this reason this current research examines Online User Behaviour; Website Features Quality, Visitor Acquisition and Conversion Rate Optimisation. There is a need to improve the knowledge about the relationship between Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation as Website Features Quality can convert more visitors into online users and customers (Najafi 2014). Online User Behaviour needs further study as the change of technology impacts Website Features Quality (Constantinides 2004), which in turns can impact Visitor Acquisition and Online User Behaviour.

The study of Visitor Acquisition and Online User Behaviour is crucial for digital marketing since the data on online users who use websites and applications can help improve digital marketing strategies and can consequently increase Conversion Rate Optimisation (Vinerean et al. 2013). High Conversion Rate is an indication that the website is more likely to involve high-quality features (McDowell et al. 2016). The analysis and monitoring of Visitor Acquisition are essential because ignoring it may lead to difficulties in evaluating acquisition processes (Sohnchen and Albers 2010).

The success of Visitor Acquisition in digital marketing depends on information quality related to information systems because the match between digital marketing and information systems is essential to promote Visitor Acquisition (Verhoef and Langerak 2002). The importance of Visitor Acquisition is that companies and organisations can convert more visitors to online users and customers (Ganapathy et al. 2004).

Conversion Rate Optimisation is also a metric of digital marketing (Farsaii 2016), as Website Features Quality, Visitor Acquisition and Online User Behaviour, including preferences of online users, have an impact on Conversion Rate Optimisation (Dale Wilson 2010). For this reason, Visitor Acquisition and Online User Behaviour in digital marketing

“are becoming more integrated by a common goal” and “an increase in the rate of conversion” (Farsaii 2016, p. 305).

Conversion Rate Optimisation is not only related to purchasing activities but extends to involve Lead Generation activities such as signing up for a newsletter, requesting a consultation, entering a sweepstake or downloading activities (Ayanso and Yoogalingam 2009; Holsing and Schultz 2013). Therefore, there is a need for more in-depth research on the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website.

1.5 Study Significance, Gaps and Contributions

Many types of research have left the door open to conduct more studies to research the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour, and their impact on Conversion Rate Optimisation is still not adequately addressed, and more investigation is needed for a better understanding of this relationship and its impact (Kim and Lennon 2013). This current research aims to gain a better understanding of this relationship and impact on the Lead Generation website.

Website Quality Features, such as hygiene or motivators, have previously been researched either from the perspective of researchers or from the preferences of online users (Zhang and Von Dran 2000). However, there is a significant gap in determining the motivation factors of Website Features Quality that impacts Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Cummins et al. 2014). There is little knowledge available about the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in terms of usability and usefulness (Song and Zahedi 2005; Hausman and Siekpe 2009; Zhou et al. 2009).

Most studies related to Website Features Quality have focused on the preferences of online users as suggestions or recommendations to improve website pages, so there is a need for more studies from the perspective of the performance of Website Features Quality (Hernandez and Resnick 2013). There is always a need for more knowledge of the impact of Website Content Quality on Conversion Rate Optimisation (Ludwig et al. 2013). Website Design Quality, such as atmosphere and layout, impacts both Visitor Acquisition and Online User Behaviour, but it is still little known (Wu et al. 2013).

More study is needed to understand Website Features Quality that increases or decreases the flow state and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (McDowell et al. 2016). There is still a long way to go to be able to understand the reasons behind the occurrence of flow state in some cases compared to others and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Esteban-Millat et al. 2014).

On the other hand, companies and organisations still need an advanced theoretical, empirical and technical understanding of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Lee 2002). There is also a need for more knowledge to explain Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in the fields of information systems and digital marketing on different websites, such as the Lead Generation website (Pavlou and Fygenson 2006).

Companies and organisations on the online website may not be aware of the need to improve Conversion Rate Optimisation given “that only one-fifth of the online environments, such as e-retailers, use the inside website measurements strategically, such as Google Analytics or Heat Maps” (Najafi 2014, p. 1142). There is still minimal knowledge in digital marketing about the relationship between internal factors and external factors and the number of visitors, including returning online users and new online users, and the number of sessions on the website (Soderlund et al. 2014).

The analysis and understanding of Conversion Rate Optimisation are still limited in both academic and practical fields (Ayanso and Yoogalingam 2009). Little work has also been undertaken in studying the antecedents, including attendance of visitors and the intention of online users, of Conversion Rate Optimisation at both levels of companies and organisations and at the individual level (Gudigantala et al. 2016). Companies and organisations need to understand more clearly the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation, theoretically, empirically and technically. The significances and gaps in the current study will be addressed and the theoretical contributions it will make include:

1. Applying three theories simultaneously: the Technology Acceptance Model (usefulness and usability), the Flow Theory (attention and concentration) and the Theory of Planned Behaviour (personal attitude, subjective norm and behaviour control) to theoretically better understand the relationship between Website Features Quality and both

Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website.

2. Combining three aspects simultaneously: the investigation of the performance of the website in terms of three types of website pages to achieve Research Objective 1; the investigation of the experiences of online users on the website in terms of three types of website pages through the Heat Maps to achieve Research Objective 2; and the investigation of the preferences of online users on the website in terms of three website stages through online surveys to achieve Research Objective 3.

3. Using three techniques simultaneously, including Google Analytics at a macro-level to investigate Research Objective 1; Heat Maps at a micro-level to investigate Research Objective 2; and the online survey at a macro-level to investigate Research Objective 3, to investigate the relationship between Website Features Quality, content quality, design quality, system quality and service quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website.

4. Using two levels of data, including the organisational level represented by the performance of the website (acquisition metrics, behaviour metrics and conversion metrics) of Google Analytics to achieve Research Objective 1; and the experience of visitors, online users and customers on three pages of the website through their interactions (clicks or taps, movements and scrolls) of Heat Maps to achieve Research Objective 2; and the individual level represented by the preferences of online users on the Conversion Funnel stages, including, acquisition stage (search and motivation), behaviour stage (browse and friction) and conversion stage (incentive and anxiety) to achieve Research Objective 3.

5. Introducing two types of data that have been technically generated, including numbers from Google Analytics represented by demographic data, acquisition stage data, behaviour stage data, conversion stage data and real-time data metrics and visualisations of Heat Maps represented by clicks, or taps, movements and scrolls on three pages, including the Home page, the Conversion Rate Optimisation page and Free Analysis and Audit page.

6. Contributing to academic literature, including website quality, information systems, digital marketing and Conversion Rate Optimisation fields. This contribution is made by adding new knowledge about the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation that theoretically examined on the Lead Generation website.

7. Contributing to practice, including developing, designing, analysing and marketing fields. This contribution is made by adding emerging results of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation that empirically examined on the Lead Generation website.

1.6 Research Questions and Study Objectives

Developers, designers, analysts and marketers need to understand the requirements of Website Features Quality to increase Conversion Rate Optimisation from the perspective of online users (Liang and Lai 2002). There is a need to study Website Features Quality that impacts the experience of online users and understands how these features convert more visitors into online users (Rosen and Purinton 2004; Zhou et al. 2009). There is also a need to understand better how Website Features Quality impacts Visitor Acquisition, including attention, Online User Behaviour, including intention, and Conversion Rate Optimisation, including the final action (Song and Zahedi 2005).

Some website features impact the feeling of online users positively (Al-Qeisi et al. 2014), while other website features irritate online users (Hasan 2016). The impact of Website Features Quality on Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation have also been considered to understand the positive or negative impact of this impact (Ludwig et al. 2013; Al-Qeisi et al. 2014). However, the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour that impacts on converting visitors to online users still needs more investigation (Kuneinen 2013) as this relationship is essential for better-converting visitors into customers (Ashraf and Thongpapanl 2015).

The core objective of the current study was to research the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. In order to achieve this objective, three Research Questions were developed for this study:

1. Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website?

2. Research Question 2: How does Website Features Quality impact the experience of online users, including (i) Visitor Acquisition (ii) Online User Behaviour and (iii) Conversion Rate Optimisation of the Lead Generation website?

3. Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website?

Online users can face difficulties while searching or browsing and will thus be less likely to convert into customers on the website. The main challenges are the physical processes of accessing information and being confident of the information presented (Gudigantala et al. 2016). Companies and organisations face the challenges of bringing more visitors, including Lead Generation, to the website, engaging more online users on their website pages and converting more of them into customers (De Haan et al. 2016).

Converting visitors into online users faces the challenge of establishing psychological factors, including trust, reputation, privacy and security, on the website. Therefore, the current study attempts to answer the research questions through the detailed examination of website real-time responses on one case study website to Conversion Funnel Stages using three techniques as detailed in the specific study objectives below.

1. Research Objective 1: To investigate the performance of the website through Google Analytics.

2. Research Objective 2: To investigate the experiences of online users on the website through Heat Maps.

3. Research Objective 3: To investigate the preferences of online users on the website in the Conversion Funnel Stages through online surveys.

These questions are significant for the online sectors because many websites fail to meet the goal of contributing to the success of companies and organisations in the online environment. There is a need to investigate the reasons behind this failure (Hausman and Siekpe 2009). For example, some companies and organisations fail in choosing the optimal Website Features Quality because they either copy a successful model from others or make a new website that mirrors their traditional stores (Rosen and Purinton 2004).

It is also important to understand the nature of the needs, wants and desires of online users (Lee 2002) as Website Features Quality in the online environment impacts online users psychologically (Song and Zahedi 2005). When Website Features Quality is not well-established, it may lead to abandonment and exit of the page by online users with a simple click or tap (O'Brien and Toms 2008). This abandonment or exit happens because online

users are not a patient group, which is a psychological issue that needs more attention from developers, designers, analysts and marketers (Rosen and Purinton 2004).

There is a need to understand Visitor Acquisition, Online User Behaviour and the reaction of online users toward the website and their impact on Conversion Rate Optimisation (Constantinides 2004). Online users who experience an unpleasant situation in online environments will have negative feelings, such as irritation, ending in leaving the website without further actions (Hasan 2016). It is not easy to understand the requirements of successful Website Features Quality, including content quality, design quality, system quality and service quality, in the online environment (Lee and Koubek 2010).

It can be challenging to understand the requirements of successful Website Features Quality since online users cannot sense goods or services compared to the traditional environment (Najafi 2014). Therefore, the current study investigates the challenges and opportunities behind the success of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on improving or reducing Conversion Rate Optimisation of the Lead Generation website.

The goal of high-quality website features is to convert more visitors into online users by reducing efforts to search, browse or convert, such as a visit and purchase (Najafi 2014). Website Features Quality, such as usability, usefulness or flow, that impact online users to have a favourable or unfavourable response to complete the final action (Chen et al. 2002). Website Features Quality, such as entertainment, up-to-date information, and organised structure, impact the assessments of online users as they are predisposed to revisit the website or re-purchase products, including goods or services (Chen et al. 2002). Poor-quality website features, such as a broken link or inappropriate colour, graphics and animation, lead to negative reactions from online users (Hausman and Siekpe 2009).

Website Features Quality that is associated negatively with the feelings of online users also create annoyance, confusion and distraction (Ducoffe 1996; Chen et al. 2002; Najafi 2014). A significant challenge for companies and organisations is that online users are not a patient group, and they usually leave the website after three minutes or less (Rosen and Purinton 2004). Even a long-standing website, such as Disney website, found challenges to build successful Website Features Quality and the critical need is how to create a Website Features Quality for satisfying the preferences of online users and helping them to succeed in their business goals (Rosen and Purinton 2004; Soonsawad 2013).

1.7 Study Outline

Chapter one provides the background and general information about the study. The chapter includes the motivations and justifications, the problem statement and the research questions and research objectives of the study.

Chapter two conducts a literature review of the primary topics of the current study, including Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. The literature review includes the environment of the study context, providing the knowledge and understanding to further the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Lastly, the chapter discusses the theories of the Technology Acceptance Model, the Flow Theory and the Theory of Plan Behaviour used in the study.

Chapter three discusses the methodology applied in the study. This chapter includes four main sections. The first section provides an introduction to the agency of Conversion Kings in Brisbane, Queensland, Australia. The second section introduces the theoretical model of the current study. The third section discusses the Google Analytics, Heat Maps and the online survey tools that were used to collect the data. This chapter includes a literature search of Google Analytics, Heat Maps and the Conversion Funnel, all of which are used as tools to research the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The last section includes statistical tests of frequency, mode, chi-square, and the univariate and multinomial logistic regression, which were used to analyse the data.

Chapter four, the data analysis chapter, provides the quantitative analysis of data of Google Analytics at a macro-level, Heat Maps at a micro-level and online survey at a micro-level. The data related to Google Analytics examines three relationships using acquisition metrics, behaviour metrics and conversion metrics. The analysis consists of the demographic data, including age, gender and devices, the acquisition data, including default channels, the behaviour data, including landing pages, the conversion data, including exiting pages, and real-time data that consists of acquisition metrics, behaviour metrics and conversion metrics.

The data related to Heat Maps examine three relationships related to the experience of online users. Website Features Quality is associated with Visitor Acquisition positively; Website Features Quality is associated with Online User Behaviour positively, and Website

Features Quality improves the Conversion Rate Optimisation of the Lead Generation website. This data consists of clicks or taps, movements and scrolls on three devices, including, desktops, tablets and mobile phones to investigate the acquisition, behaviour and conversion of online users on three pages, including the Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page.

The data related the Conversion Funnel stages examine the Website Features Quality that is most preferred by visitors and online users on the Conversion Kings website of the Lead Generation website. This chapter analyses the frequencies, associations and relationships of the online survey data.

Chapter five comprises a discussion of the findings in relation to the research questions and the three theories outlined in Chapter 2. It then proposes conclusions, recommendations, contributions, limitations and future works. The last section of the thesis contains references used in the study.

2. CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This literature review discusses four main topic areas: Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. Each topic consists of sub-sections, which include the underlying concepts, the importance of the topic, associated factors, and opportunities and challenges related to the topic. Following these topics, three theories are discussed: The Technology Acceptance Model, Flow Theory, and the Theory of Planned Behaviour.

These theories are used in this study to link the theoretical concepts with empirical results using three technical tools, including Google Analytics, Heat Maps and online surveys. These theoretical concepts, empirical results and technical tools will be used to develop a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. To investigate Website Features Quality, it is first necessary to explore the importance of the website in the business.

2.2 Website

A website is a service in the online environment where online users can find, match and achieve their needs, wants or desires (Zhang and Dran 2001). The interaction to meet these needs on the website happens when visitors, online users or customers use technology interfaces, including computers, tablets or mobile phones (Zhou et al. 2009). Websites combine functional and interface features that offer performance, usability and usefulness to the online users to match their online requirements (Lee and Koubek 2010) on a platform where known and unknown companies and organisations introduce their products, including goods or services (Cebi 2013). They consist of intrinsic information, such as ‘about us’ or ‘contact us’, and extrinsic information, such as review or rate of online users (Kim and Lennon 2013).

Website purpose has been classified into four types with regard to Conversion Rate Optimisation. These types are content, electronic commerce, Lead Generation and service or support website (Ayanso and Yoogalingam 2009). This study focuses on the Lead Generation website type, which refers to “visitors who opt-in and give companies or organisations the right to contact them again” (Ayanso and Yoogalingam 2009).

The website, as a platform, can also be classified into four types: and these are commerce, which makes the marketplace available for buying and selling goods; communication, which facilitates the connection between visitors and online users such as social media; information, which offers useful details, such as Wikipedia; and entertainment, which provides relaxation such as YouTube (Lee and Koubek 2010). The Lead Generation website fits into the information website, which offers knowledge, information and details for visitors, online users and customers.

However, most websites can include hedonic features, which offer enjoyment, experimental and fun features, in addition to utilitarian features, which provide functional, instrumental and practical features (Ashraf and Thongpapanl 2015). Cocquebert et al. (2010) have classified websites differently again into four types: data catalogue; information systems; service-orientation; and presence websites with a few online services. Under this classification, the Lead Generation website can be considered as a platform that offers information with a few online services for visitors and online users.

Finally, websites have also been classified by three types of goals: the domain type, which consists of an informational website or a transactional website; the ownership type, which includes of a commercial website or a government website; and the product offering type, which consists of goods or a services website (Hasan 2016). The current study researches the informational, commercial and service website of one case study agency, as a platform, that connects them to visitors, online users and customers only through its Lead Generation website, as a pure channel. This agency, Conversion Kings, works on developing, enhancing and improving different types of websites, such as e-commerce websites, Lead Generation websites and e-publishing websites (ConversionKings 2019).

2.2.1 Website Quality Opportunities and Challenges

The website, as a platform, offers many opportunities for companies and organisations. Most companies and organisations rely on the website as an online platform and channel for a significant level of representation in the online environment (Rosen and Purinton 2004). The website and the internet together shape the experience of online users because there is one internet connection for every three online users (Constantinides 2004; Vila and Kuster 2011; Popescu et al. 2015). A website is, therefore, an essential tool that companies and organisations use to contact their online users (Vila and Kuster 2011) and that has become a fundamental approach to communication between companies or organisations and online users (Al-Qeisi et al. 2014).

The website provides companies and organisations with technological capabilities to attract more traffic to visit the website, engage online users to spend more time on website pages and to convert more online users into customers in the online environment (Davis Mersey et al. 2010). This investigation into the quality of the Conversion Kings case study website will examine metrics for each of these three means of increasing the effectiveness of the website.

Companies and organisations can face challenges in creating successful websites. One of the crucial considerations is how to create a website that can attract, engage and retain more online users to search, browse, convert into customers or re-visit (Zhang and Von Dran 2000). However, many features can also lead to the creation of poor or unsuccessful websites. For example, some companies and organisations may copy a successful website from others, such as Amazon, and use it without adapting it for their own situation and users. Others try to simulate their brick-and-mortar stores as websites in the online environment. Some others, such as Disney, have found it challenging to create a successful website, even a seasonal one (Rosen and Purinton 2004) because the website has to combine and balance between the performance of Website Features Quality and the preferences of online users simultaneously for a better experience for online users (Liang and Lai 2002).

The website quality and its improvement are not as easy as may be expected, as aspects that require development rely on the preferences of online users (Lee and Koubek 2010). Therefore, companies and organisations invest considerable funds to improve their website performance and enhance the experience of online users (Al-Qeisi et al. 2014). Further investigation of website quality is therefore essential to assist developers, designers, analysts and marketers in focusing on challenges in order to increase attraction, engagement and conversion of online users into customers. This examination is particularly lacking in the Lead Generation website where there has been limited research to date.

2.2.2 Website Features Benefits and Drawbacks

Developers, designers, analysts and marketers need to consider the many benefits websites have for helping to build a relationship between companies and organisations and their online user customers (Ghose and Dou 1998). This relationship helps to convert more visitors, who have landed on the website pages for a short time, into online users who engage with the website pages for a long time. Liang and Lai (2002) argue that a website in the online environment plays a more critical role than a traditional store in the traditional environment in developing these relationships because the website is the primary reason

that visitors are attracted, engaged and converted into online users. For this reason, they argue that a well-established website is likely to attract more users to purchase its offered goods and services.

A high-quality website can include different features that impact online users positively in different Conversion Funnel stages (Fan and Tsai 2010). For example, the simplicity of a website may be crucial in attracting more visitors, engaging them on website pages and converting online users into customers (Rosen and Purinton 2004). Song and Zahedi (2005) claim that the successful website has an appreciable impact on Visitor Acquisition, including drawing attention, Online User Behaviour, including the willingness or intention to convert into customers, and Conversion Rate Optimisation, including the decision to perform the final action.

The willingness of online users to purchase, simultaneously increases website performance (Gregg and Walczak 2010), so a high-quality website is of primary importance to companies and organisations for promoting their goods and services, for competing in marketing and for increasing their revenues and profits (Lee and Koubek 2010). They, therefore, need to be well-designed as the website represents the companies and organisations providing the first impression to users in the online environment (Kim and Lennon 2013). The current study may assist developers, analysts, designers and marketers in enhancing positive responses from online users and contributing to organisational goals.

Conversely, a website can also have drawbacks, which can generate an unfavourable response from online users (Chen et al. 2002). To add to the complexity of design, a website may satisfy one group of online users but not satisfy another group (Zhang and Von Dran 2000). The lack of some Website Features Quality, such as entertainment or fun, has been found to impact negatively on the experience of online users (Liebowitz 2002).

Poor quality website features need to be considered as they are a threat to the activities and goals of companies and organisations (Constantinides 2004). They may include system or service features that lead to reducing the willingness and intention of online users to perform the final action, such as enquiring, purchasing or subscribing (Lin 2010). Website System Quality may be poor due to development of unexpected problems, such as broken links, which impact the navigation of online users, or because of undesirable features, including inappropriate animation, colour or graphics, which may impact negatively on Online User Behaviour (Hausman and Siekpe 2009). Therefore, the current study investigates Website Quality Features to assist developers, analysts, designers and marketers in overcoming challenges experienced in websites.

2.3 Website Quality Features

Website quality is essential for both online users and companies and organisations (Kuan et al. 2008). It refers to features that fulfil the preferences and enhance the experiences of online users on website pages (Yoo and Donthu 2001) and therefore impact on the expectations, experiences and evaluations of online users regarding the performance of the website (Al-Qeisi et al. 2014). Website quality also refers to whether companies and organisations provide content quality, including desired information; and design quality, including designs that meet the needs of online users (Kim and Stoel 2004).

A high-quality website is both efficient and effective in providing the desired experience for online users and fulfilling their needs (Cebi 2013). Cebi (2013) indicates that good website quality leads to success in achieving goals for companies and organisations, in relation to Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in the online environment. This is supported by (Zhou et al. 2009) who confirm its importance as an impact on Online User Behaviour, including the intention of online users, and Conversion Rate Optimisation, together with the final action.

The evaluation of website quality depends on the perspective taken; being focussed on either the performance of the Website Features Quality, including content quality, design quality, system quality and service quality; or the preferences of online users and customers (Kim and Lennon 2013). It is important to research the phenomenon of Website Features Quality and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website.

This phenomenon is essential to fulfilling the goals of companies and organisations (Cebi 2013), and it is also an emerging area in the academic field (Farsaii 2016). In the current study, this relationship can assist developers, analysts, designers and marketers to better investigate the performance of the website, the experiences and the preferences of online users.

In order to understand and explain the relationship of Website Features Quality with both Visitor Acquisition and Online User Behaviour and its impact on Conversion Rate Optimisation, it is generally categorised into content, design, system and services. Each of these aspects of Website Features Quality is discussed in the sections below. These aspect impact on both usefulness and usability of the website, concepts that will be looked at in more detail in Section 2.8 (Kim and Stoel 2004).

Website Features Quality has also been categorised into other groupings by a range of authors for different purposes. In many cases, the focus is on content, including information and visualisations; design; system, including functions and links; and service features (Delone and Mclean 2004; Vila and Kuster 2011). However, it has also been classified by purpose; into functional and aesthetic groups (Lee and Koubek 2010) or classified by main features; into four groups: website design; product information, including fulfilment or reliability; system quality, including privacy or security; and customer service (Kim and Lennon 2013).

Website Features Quality has also been categorised into many other groupings, including communication, prestige, technical adequacy, security, usability and visual aspects (Cebi 2013). Metrics of Website Features Quality within each of these classification systems have included qualitative and quantitative factors to provide assessment and evaluation of both efficiency and effectiveness of website performance and user experience (Cocquebert et al. 2010). In this current study, Website Features Quality is categorised into the four main features: content, design, system and services.

2.3.1 Website Content Quality

Website Content Quality can assist in acquiring more new online users to visit the website (Kuan et al. 2008). It has been classified into coherence, complexity, legibility and mystery in the context of information (Rosen and Purinton 2004), aspects which impact on the ease or complexity for online users to engage with the content. It is important that information presents in a useful way that can be understood and easily found on the Lead Generation website. When information is presented in this way, online users tend to be more engaged on pages of an informative Lead Generation website.

Website Content Quality includes general content, such as accuracy, appearance, clarity, conciseness, completeness, content organisation, content usefulness and currency; which relate to measurable aspects of quality, but it also refers to, specific content, such as contact information, customer policies, customer support, general company information and goods or service details (Aladwani 2006; Lee and Koubek 2010; Al-Qeisi et al. 2014). Website Content Quality comprises prestige features, including currency, reputation and sustainability (Cebi 2013) which are important in the marketing of websites.

Up to now, the features of Website Content Quality have been widely researched on different website types, including the e-commerce website (Kuan et al. 2008; Lee and Koubek 2010); the e-retailing website (Rosen and Purinton 2004); the online buying website

(Aladwani 2006); and the online banking website (Al-Qeisi et al. 2014). It is important that this current study investigates Website Content Quality through the Conversion Funnel Stages because these features have not yet been investigated in the Lead Generation website.

2.3.2 Website Design Quality

Website Design Quality can positively impact the behaviour of new online users by converting them into returning online users (Kuan et al. 2008). Website Design Quality may include motivational features, such as search engines, that add value to online users (Zhang and Von Dran 2000; Liang and Lai 2002) in addition to attractiveness, colours, organisation, proper use of multimedia, and fonts, typography and visual organisation (Aladwani 2006; Lee and Koubek 2010).

Cebi (2013) emphasises the importance of visual aspects, including graphics, layout and text that comprises Website Design Quality. In a number of studies, these human or hedonic features, such as aesthetics, background colour, design, images and information density or visual elements have been found to influence online user behaviour (Gounaris et al. 2010; Cyr 2013; Hasan 2016) and will be included in this study to confirm their relevance to the Lead Generation website. (Cebi 2013).

Until now, the features of Website Design Quality have been widely researched on different website types, including the e-commerce website (Kuan et al. 2008; Lee and Koubek 2010); the media website (Zhang and Von Dran 2000); the online bookstore website (Liang and Lai 2002); the online buying website (Aladwani 2006); the online shopping website (Cebi 2013; Hasan 2016); and the online banking website (Gounaris et al. 2010). However, these features have not been investigated in the Lead Generation website, and therefore it is important that the current study investigates Website Design Quality through the Conversion Funnel Stages.

2.3.3 Website System Quality

Website System Quality can support the conversion of more new online users into returning online users (Kuan et al. 2008). Studies of Website System Quality have included hygiene features, such as privacy and security, that save and protect the information and transactions of online users (Zhang and Von Dran 2000; Liang and Lai 2002; Wolfinbarger and Gilly 2003), and high task-relevant features, including navigation, organisation and structure (Richard 2005; Cyr 2013). Other studies have focussed on customisation, ease of access interactivity, ease of navigation, personalisation, security, search facilities, the speed

of page loading, website availability and valid links (Aladwani 2006; Lee and Koubek 2010; Al-Qeisi et al. 2014).

Hausman and Siekpe (2009) and Gounaris et al. (2010) included computer utilitarian features, such as buttons, check-boxes, drop-down menus or radio buttons (Hausman and Siekpe 2009; Gounaris et al. 2010) in Website System Quality while the study undertaken by Cebi (2013) comprised technical adequacy features, including navigation, speed accessibility and system availability; security features, including accuracy, privacy and reliability; usability features, including ease of learning, ease of use, fulfilment and memorabilia (Cebi 2013).

Until now, the features of Website System Quality have been widely researched on different website types, including the e-commerce website (Kuan et al. 2008; Lee and Koubek 2010); media website (Zhang and Von Dran 2000); online bookstore website (Liang and Lai 2002); the online buying website (Aladwani 2006); the online shopping website (Wolfenbarger and Gilly 2003; Cebi 2013; Hasan 2016); and the online banking website (Gounaris et al. 2010; Al-Qeisi et al. 2014). It is therefore important that the current study investigates Website System Quality through the Conversion Funnel Stages because these features of system quality have not been investigated in the Lead Generation website.

2.3.4 Website Service Quality

Website Service Quality can help to retain online returning users (Kuan et al. 2008). This aspect of Quality is important for online users because traditional services are different from online services (Zhou et al. 2009) and may include media richness features, such as a chat room, that facilitates the connection with online users (Zhang and Von Dran 2000; Liang and Lai 2002). Richard (2005) indicates that Website Service Quality can also consist of low task-relevant features, including emotion, entertainment and enjoyment. It has also been categorised into practical or utilitarian features, including service information (Gounaris et al. 2010), and by connection and communication features, including online help and responsiveness and helpful service (Wolfenbarger and Gilly 2003; Cebi 2013).

Previously, the features of Website Service Quality have been widely researched on a range of different website types, including the e-commerce website (Kuan et al. 2008); media website (Zhang and Von Dran 2000); online bookstore website (Liang and Lai 2002); the online buying website (Aladwani 2006); the online shopping website (Wolfenbarger and Gilly 2003; Cebi 2013); and the online banking website (Gounaris et al. 2010). However, these features have not been investigated in the Lead Generation website, and it is therefore

important that current study investigates Website Services Quality in the Conversion Funnel Stages.

The current study will explore Website Features Quality, using each of these four aspects, and its relationships to Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through analysis of visitor and online user data from one lead generation case study website. The current study then investigates which of these Website Features Quality, (Website Content Quality; Website Design Quality; Website System Quality; and Website Service Quality) positively impact Visitor Acquisition and Online User Behaviour to improve Conversion Rate Optimisation of the Lead Generation website. The concepts of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation underpin the Conversion Funnel that will be used as a theoretical model for this study. The concepts are discussed in the section below, which is then followed by a discussion of the Conversion Funnel Model.

2.4 Funnel Concepts

2.4.1 Visitor Acquisition

Visitor Acquisition traditionally refers to marketing strategies, including product, price, promotion and place (Verhoef and Langerak 2002). Visitor Acquisition also includes approach, closure, design of offer, handling objections, product presentation, and qualification (Sohnchen and Albers 2010). However, modern Visitor Acquisition focuses on customer relationship management, including new online users; and customer retention, which consists of returning online users. In this context, Visitor Acquisition refers to the process of allocating resources, including strategies, techniques and tools, of companies and organisations to obtain new online users and to retain current online users. Strategies employed to attract visitors, and techniques, such as acquisition channels, are used to establish a relationship with online users, and tools, such as emails or text messages, are used to sustain communication with online users (Alhawari 2012).

Other companies and organisations use different channels, such as the website, the applications, Internet, call centres, the email and social media, to acquire their visitors (Verhoef and Donkers 2005). Ang and Buttle (2006) suggest that Visitor Acquisition is the first stage of the customer lifecycle, consisting of customer acquisition, maintenance and retention. It is built upon data that is collected by digital technology, such as Google Analytics (Jain and Colwell 2014) and is considered an essential dimension of customer value (Kannan 2017). Key performance indicators from Google Analytics have detailed

information about the website channels and pages (Jain and Colwell 2014), and these KPI metrics will be used in this study to investigate the performance of the default channels, the landing pages and the exiting pages.

Visitor Acquisition is a challenge for companies and organisations compared to customer retention because the acquisition of new online users has been found to be five times of the cost compared with retaining returning online users (Pfeifer 2005; Calciu 2008). While Visitor Acquisition is essential for companies and organisations for this and other reasons (D'Haen and Van den Poel 2013), making wrong decisions related to Visitor Acquisition can also cost companies and organisations a lot in terms of both effort and funds (Hansotia and Wang 1997). For example, Visitor Acquisition is expensive and time-consuming, where the percentage of Conversion Rate Optimisation is low.

However, increasing the percentage of Conversion Rate Optimisation will lead to reducing the cost of Visitor Acquisition and vice versa (Blattberg 2008). The reason behind this is that most companies and organisations find it safe and comfortable to keep returning online users rather than to attract new online users (Reinartz and Kumar 2003). Other companies and organisations prefer to attract new online users due to a lack of returning online users (D'Haen and Van den Poel 2013). As a consequence, Visitor Acquisition can be a stressful issue for marketing representatives in the online environment (D'Haen et al. 2013).

Acquiring new online users requires the input of effort from companies and organisations to progress through multiple stages, including awareness, consideration and decision (D'Haen and Van den Poel 2013). Liu et al. (2015) emphasise that this process of Visitor Acquisition is essential for companies and organisations even though it involves both opportunity and challenge (Liu et al. 2015) as the investment in Visitor Acquisition can lead to saving expenditures, including administrative expenses, marketing expenses and services expenses, as well as improving revenues and profitability (Voss and Voss 2008; Livne et al. 2011).

Visitor Acquisition has been categorised by Villanueva et al. (Villanueva et al. 2003) into two factors: content and intrusiveness, which refer to the willingness of visitors to convert into online users in contrast to the more commonly used acquisition through the growth of the market and acquisition through the replacement of the returning customers (Lee et al. 2006) discussed above. Visitor Acquisition can also involve customer relations, attraction and knowledge (Alhawari 2012).

Companies and organisations can use traditional tolls or online tolls to acquire visitors to land on the website, engage more online users to browse on the website pages, and to convert more online users into customers on the website. Uncles et al. (2013) categorise traditional tolls of Visitors Acquisition into an advertisement, including media-based advertising and promotion; personal discovery, including shopping in-store; referral, including direct introduction, face-to-face and mediated recommendation; and other modes, including magazines, newspapers, unpaid information from the Internet and television.

In contrast, Verhoef and Langerak (2002) categorize modern tolls of Visitors Acquisition into e-vision distribution, such as online advertisements; and through e-oral distribution, such as online Word of Mouth (Villanueva et al. 2008). In all of these different approaches, research has consistently shown that high levels of Website Features Quality can increase Visitor Acquisition (Blattberg 2008). However, it is not enough to acquire the attention of visitors; it is also necessary that these visitors and online users behave in a certain way. Hence, the next section explains the importance of Online User Behaviour.

2.4.2 Online User Behaviour

Online users are information seekers, goods customers or service clients, in addition to being online technology users (Cho and Park 2001). In the e-commerce environment, Online User Behaviour refers to buying behaviour, whereas in the Lead Generation information-seeking environment, it refers to enquiring behaviour (Chiu et al. 2006). It is defined by Schiffman et al. (2013, p. 4) as “the behaviour that online users display in searching for, purchasing, using, evaluating and disposing of goods or services that they expect will satisfy their needs, wants or desires”. Activities included in Online User Behaviour can be buying a product, inquiring about a service, obtaining information or recognising a brand (Esteban-Millat et al. 2014).

Many characteristics have been addressed in the digital marketing discipline literature that highlight different aspects of Online User Behaviour. For example, Janiszewski (1998) and Moe and Fader (2001) focused on visitor behaviour in relation to whether they landed on the website for a short time or engaged with the website page for a longer time; and their behaviour as customers in the context of the online environment in regard to which visitors had at least one conversion on the website. (Janiszewski 1998; Moe and Fader 2001). Online User Behaviour can also involve purchase behaviour, contact behaviour, retention behaviour, responding behaviour and migration and defection

behaviour (Xu and Walton 2005). On a Lead Generation website, Online User Behaviour mostly involves contact, responding and retention behaviours.

Alternatively, online users can be classified into visitors, engagers, expressers or informers, networkers, or watchers and listeners (Vinerean et al. 2013). Two points need to be considered in order to understand Online User Behaviour. First, it requires an individual to be an online computer, tablet or mobile phone user as well as an online shopper; and secondly, the information technology converts the physical store into a virtual store, including the website or application (Koufaris 2002). Consequently, the online user presents a challenge for companies and organisations who need to understand their behaviour and predict their conversion in this online environment. It is essential for such behaviour to be understood and predicted if companies and organisations are to be 'service-oriented' (Eichinger et al. 2006).

Online User Behaviour is also a necessary aspect of digital marketing in the online environment to enable the building of successful online marketing strategies (Nizar and Dong 2009). (King and Cavendish 2010, p. 41) point out that Online User Behaviour "changes due to two key factors, namely the psychology of self-actualisation, including online users who can do all they were capable of, and the physical structure of technology innovation and adoption". Online User Behaviour is different from the traditional store environment because there is no direct interaction between online users and service providers or goods sellers and marketers (Kim and Lennon 2013).

Therefore, psychological aspects impact significantly on Online User Behaviour in the online environment, whereas physical aspects impact more predominantly on customer behaviour in the traditional environment (Vila and Kuster 2011). Constantinides (2004) points out that aspects that impact Online Users Behaviour include: i) controlled aspects that companies and organisations can manage; and ii) uncontrolled aspects that companies and organisations cannot manage. Within the organisation, controls are goods or service features, medium features such as interfacing platform, and the merchant or intermediary features, whereas, buying behaviour is an uncontrolled aspect that companies and organisations cannot manage. It includes personal characteristics like exposure of customers to the marketing of companies and organisations, as well as environmental factors (Constantinides 2004). To overcome the uncontrollable unmanageable aspects that impact Online User Behaviour, this study determines the real-time responses of online users.

The importance of Online User Behaviour in the digital marketing discipline is evidenced by there being no marketing book or even no chapter, unit or section on Online

User Behaviour (Constantinides 2004). Online User Behaviour is a priority for companies and organisations engaged in online marketing because it is the primary indicator of whether or not an individual would like to convert into a customer (Constantinides 2004; Cummins et al. 2014). It is also an indicator of Conversion Rate Optimisation, including re-visits of online users (Koufaris 2002).

The experience of online users is an essential consideration for marketers and developers, designers or analysts in the context of Website Features Quality, as there is a relationship between the experience of online users and obtaining online information or details, such as goods or services information, or completing an online purchase or enquiry, by these online users (Pavlou and Fygenson 2006; Soonsawad 2013). Lin and Lu (2000) assert that the experience of online users is a causal chain that includes their beliefs, attitudes, intentions and behaviours from the marketing perspective. Website Features Quality, such as enjoyment or entertainment, also have a positive or negative impact on the psychological elements of online users, including beliefs, attitudes, intentions and behaviours (Willock et al. 1999; Song and Zahedi 2005).

The literature demonstrates that there is a relationship between Online User Behaviour and Website Features Quality in the online environment. Online User Behaviour has been shown to be strongly associated with Website Features Quality (Moe and Fader 2004b), and this association could be positive or negative (Jayawardhena and Tiu Wright 2009). Website Features Quality, in turn, impacts the beliefs, attitudes, intentions and behaviours of customers in an online environment (Liang and Lai 2002).

High-quality website features help to augment the skills that online users have and the challenges of searching, browsing or converting into customers on the website (Esteban-Millat et al. 2014). Website Features Quality gives companies and organisations an expectation that its features may impact Visitor Acquisitions, Online User Behaviour and Conversion Rate Optimisation (Bevan and Macleod 1994; Miikkulainen et al. 2017). Online User Behaviour fluctuates over time in online environments (Moe and Fader 2004b) because of the dynamics of the experience of online users and the change in technologies or applications that impact Online User Behaviour (Constantinides 2004).

Aspects of Website Features Quality, such as usability and usefulness, in turn, impact significantly on the beliefs, attitudes, intentions and behaviours of online users (Lin and Lu 2000), but some website features impact Online User Behaviour more than others. For example, aspects such as privacy and security can have a positive or negative impact on the emotions, feelings and reactions of online users (Azeem 2012). Other aspects of Website

Features Quality, such as appearance, general content, technical aspects and trust, impact Online User Behaviour directly or indirectly in terms of the willingness of visitors to convert into online users or customers (George 2004; Siomkos et al. 2006; Wu et al. 2013; Al-Qeisi et al. 2014).

Studies of Website Features Quality have shown that content is the main factor influencing the experience of online users. For example, the dissatisfaction of online users with content results in a decreasing level of content download and engagement (Stavljanin et al. 2014). Kaplan and Kaplan's framework (Rosen and Purinton 2004) indicates a 'love-hate' or 'positive-negative' relationship between online users and the information or content on the website (Hedger 2012).

Online User Behaviour is associated with Website Features Quality, including feeling, engaging and motivating (George 2004). Engagement is one of the most exciting measurements of Online User Behaviour on website pages because it determines whether online users are interacting with Website Features Quality or not. It can be defined as "the number of clicks or taps over the number of page views" (Babahmetovic 2018, p. 9). Companies and organisations still need a better understanding of the relationship between Online User Behaviour, and Website Features Quality (Lee 2002; Song and Zahedi 2005), and there is also a need for academics and managers to understand the relationship between Online User Behaviour and Website Features Quality (Constantinides 2004; Kuan et al. 2008; Soonsawad 2013).

It is evident that Online User Behaviour is an important outcome of high levels of Website Features Quality. However, Online User Behaviour should further lead to loyal online users. It is thus important that website owners convert their visitors and online users into more loyal customers. The following section focuses on the importance of Conversion Rate Optimisation in the online environment.

2.4.3 Conversion of Visitors and Online Users

The first use of the concept of conversion was in marketing in 1996 (Berthon et al.). Conversion refers to how a visitor is converted into an online user and a customer to moving the customer from a passive Internet surfer to an online interactive user (Berthon et al. 1996). In other words, conversion refers to the mechanism of changing the behaviour of the online user from one situation to another (Gupta et al. 2010). This change in behaviour happens as a result of the response of the online user to an event in real-time.

This event may be an offer of goods or services that occurs in the online environment (Gupta et al. 2010) that results in an interaction between the online user and the website (McDowell et al. 2016). For example, the response of online users to the interaction could be an online completed action or expression of interest, including page view, purchase or subscription for membership or a newsletter on the website (Su and Wu 2017).

Conversion is commonly measured in the online environment by using Conversion Rate (Stavljanin et al. 2014). The conversion can mean, 'being in touch with companies and organisations directly through their websites', 'downloading papers', 'filling in contact forms' or 'registering an interest' in the online environment (Ayanso and Yoogalingam 2009). This study investigates the conversion of the visitors and online user into customers on one Lead Generation case study website.

Conversion may follow a visit pattern or a purchase pattern (Moe and Fader 2001). Both of these patterns are covered in three types of conversions described by Chaffey and Patron (Chaffey and Patron 2012) that determine Conversion Rate Optimisation. These are: Lead Generation, which refers to the conversion of visitors into online users; online presence interactions, which refer to the engagement of online users on website pages; and sale conversion, which refers to the sale of goods or services. All three of these types of conversions can occur at a micro-level or a macro-level (Stavljanin et al. 2014).

Micro-level conversion refers to website efficiency, such as pageview; whereas macro-level conversion relates to website effectiveness, such as goal completions (Chaffey and Patron 2012). Developers, designers and analysts of the website work to lift the micro-level of conversion, whereas marketers and administrators of the website work to raise the macro-level Conversion Rate (Soonsawad 2013).

Micro-actions categorise micro-level conversions, including clicking or tapping a particular button or link, subscribing to a blog feed, viewing a certain number of pages, visiting a specific page or watching a video. Macro-actions, on the other hand, include buying a product, calling to set an appointment, downloading a song or e-book or paying for a subscription or signing up for a free trial. In the online environment, the micro-conversion of visitors and online users leads to macro-conversion (Soonsawad 2013).

The micro-level is a small conversion that is taken by the visitor or online user on the website (Stavljanin et al. 2014) and therefore, refers to the visitors and online users who only visit certain specific information on a website page, such as details of products, including goods or services (Holsing and Schultz 2013). This current study investigates

macro-level conversion on one Lead Generation website using Google Analytics and the preceding micro-level conversion using Heat Maps.

Conversion Rate is defined as the percentage of visits that result in a purchase, out of the total visits on a website (Moe and Fader 2001). It is the ratio of website visitors who made purchases, to those who did not, on website pages (Di Fatta et al. 2018), that is, the number of visitors divided by the numbers of customers in a period (Najafi 2014). It also refers to the percentage of visitors who purchase goods or services while visiting a website (Montgomery et al. 2004) or percentage of visitors and online users who complete desired or interesting actions on website pages (Ayanso and Yoogalingam 2009).

Alternatively, Conversion Rate has also been defined as “the percentage of the advertisement clicks that directly lead to purchases among all advertisement clicks of the same type” (Xu et al. 2014, p. 1392); and as “the number of visitors, as a percentage of total visitors, who opt-in and give companies and organisations the right to contact them again” (Ayanso and Yoogalingam 2009). It “is the percentage of visitors who take the desired action, such as purchasing products, leaving a contact request, subscribing to newsletters or downloading brochures” (Jarvinen and Karjaluoto 2015, p. 123).

It has also been represented as “the percentage of the number of visitors who completed the purchase, divided by the total number of visitors who entered the website” (Dale Wilson 2010, p. 182) or “the percentage of online users who enter the Conversion Funnel and complete the goal” (Stavljanin et al. 2014, p. 243). This study uses the definition by Stavljanin et al. (2014, p. 243) to investigate the relationship between Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website.

Conversion Rate is a broader optimisation of both information systems and digital marketing as it provides a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour (Chaffey and Patron 2012). It is one of the most fundamental tools that has been used to measure the performance of Website Features Quality and success of digital marketing strategies, including Visitor Acquisition and Online User Behaviour (Gudigantala et al. 2016). It is acknowledged in the literature as being ‘an important competitive metric for both companies and organisations’ (Ayanso and Yoogalingam 2009).

Conversion Rate is the standard measurement to gauge the success of Website Features Quality, including traffic acquisition, engagement of online users and conversion of visitors into online users and customers (Dale Wilson 2010). For example, in the online

environment, the Conversion Rate is lower than the rate in the traditional environment in most situations (Ashraf and Thongpapanl 2015). Conversion Rate is higher for online users who visit a website frequently or repeatedly. In contrast, Conversion Rate is lower for online users who visit a website infrequently, with no or only a few visits in the past (Moe and Fader 2001). The current study utilises Conversion Rate as an important measurement in comparing quality between the default channels, the landing pages and the exiting pages.

It is evident from the literature that Conversion Rate Optimisation has become an essential evaluation tool for companies and organisations in the online environment in the past two decades (Su and Wu 2017) as it offers potential benefits to companies and organisations. Conversion Rate Optimisation is “one of the measures that make perfect sense” in the online environment (Kuneinen 2013, p. 4) as it evaluates whether Website Features Quality is successful or not (Najafi 2014).

The success of companies and organisations depends on the study of both Visitor Acquisition and Online User Behaviour and evaluating the performance of Website Features Quality using Conversation Rate Optimisation. Companies and organisations need to understand both Visitor Acquisition and Online User Behaviour as a conversion of visitors into online users and a conversion of online users into customers (Moe and Fader 2001). The understanding of Conversion Rate Optimisation provides many benefits to companies and organisations including ‘providing data of improving Website Features Quality’, ‘reducing development costs’ and ‘increasing revenues’ (Di Fatta et al. 2018).

Based on this discussion, the current study selected the definition of conversion by Gupta et al. (2010), who defined it as a mechanism for changing the behaviour of the online user. This change in behaviour happens as a result of the response of the online user to an event in real-time (Gupta et al. 2010) that may include an offer of goods or services that occurred on the website in the online environment.

Efficient and effective Conversion Rate Optimisation leads to positive growth in both Visitor Acquisition and Online User Behaviour and an increase in the volume of Conversions (Di Fatta et al. 2018). A slight increase in Conversion Rate can lead to achieving goals for companies and organisations in the online environment (Najafi 2014). For example, a small increase in the Conversion Rate of visitors led to the growth in the performance of companies and organisations through increasing sales revenues and decreasing marketing costs (Ludwig et al. 2013). Gudigantala et al. (2016) found that a 1% increase in the intention of the online user to purchase led to a rise of 4.2% in the Conversion

Rate. The overall average percentage of Conversion Rate has been found to be around 5% in the e-commerce environment (Moe and Fader 2004a).

The rate of conversion of visitors to online users has also been found to be low in the online environment, at around 4% (McDowell et al. 2016). The rate of conversion is low when the website has difficulty in converting more visitors into online users, which is an issue arising from acquiring visitors (Gofman et al. 2009). Their study found that Conversion Rate is around 2% after seeing an advertisement for the first time and 1% after seeing the second one in the online environment.

However, in a separate study, the percentage of Conversion Rate was found to be zero after the third and the fourth sighting of an advertisement (Jordan et al. 2011). In other industries, the percentage of Conversion Rate was 1.1% in the electronics industry, 2% to 2.2% in the fashion industry, home accessories and travel agencies and 6.1% in the real estate industry (Najafi 2014). An increase in Visitor Acquisition, including website traffic, does not always mean an increase in Conversion Rate because much of the traffic may leave without completing further actions (Cezar and Ogut 2016).

In the online environment, Conversion Rate or Conversion Rate Optimisation has been a lower priority for most businesses compared to Conversion Rate or Conversion Rate Optimisation in the traditional environment because it is an emerging area in the business and management fields (Chaffey and Patron 2012). However, this is now changing. The current study recognises the importance of factors influencing Conversion Rate Optimisation in providing insight for developers, analysts, designers and marketing regarding opportunities and challenges and understanding the overall performance of the website.

Website Features Quality impacts Conversion Rate Optimisation positively or negatively (Lee and Koubek 2010) in different situations in regards to its impact on converting visitors into online users or customers (Song & Zahedi 2005). High-quality website features stimulate the attendance of visitors to land on the website and the intention of online users to purchase online, which increases Conversion Rate Optimisation (Chen et al. 2002; Kuan et al. 2008). Marketers or administrators can make use of Website Features Quality as a strategy to motivate both Visitor Acquisition and Online User Behaviour on the website (Moe and Fader 2001) or at different stages of the Conversion Funnel, including acquisition, behaviour and conversion which is discussed in section 1.5.

Features, such as entertainment, informativeness, usefulness and usability, should be considered by developers, designers and analysts as these impact on Conversion Rate

Optimisation, through actions such as purchasing or signing up (Hausman and Siekpe 2009). Conversion Rate Optimisation is also impacted by the availability of sufficient information or content on the website (Lin 2010). Poor functional features have been found to lead to decreases in Conversion Rate Optimisation (Song et al. 2007).

Overwhelming content was also found to confuse visitors and online users as to whether they should complete their purchase do more browsing (Sohrabi et al. 2012). Decreases in Conversion Rate Optimisation have been linked to lack of effort, time and cost spent by companies and organisations in improving their websites (Moe and Fader 2004a). Furthermore, factors, such as the usability and performance of website features have been observed to increase the Conversion Rate Optimisation significantly (Dale Wilson 2010).

Conversion Rate Optimisation, including taking the final action, is an indicator of the success of Website Features Quality (Vila & Kuster 2011) and has been shown to significantly increase when Website Features Quality has a positive impact on both Visitor Acquisition and Online User Behaviour (Wu et al. 2013). Increased availability of Website Features Quality that builds trust has been shown to have a positive impact on both Visitor Acquisition and Online User Behaviour, which results in the greater attention to visit the website, intention to purchase, and consequently, increased willingness to convert into a customer (Najafi 2014).

Many factors impact the conversion of visitors, leading to improvement or reduction in Conversion Rate Optimisation (Kuan et al. 2008). Positive factors include quality of the website features, target market and sector type, which attract visitors and motivate them to convert into online users (Ayanso and Yoogalingam 2009). Other factors that impact Conversion Rate Optimisation in the online environment include the number of previous visits and purchases (Moe and Fader 2004a), and earlier advertisements are seen by the user (Jordan et al. 2011). For example, a previous visit and previous purchase impact the next step of Online User Behaviour or Conversion Rate Optimisation as online users have prior knowledge or are familiar with the website (Moe and Fader 2004a).

Similarly, a high number of online recommendations from previous visitors will lead to an increased Conversion Rate Optimisation (Cezar and Ogut 2016). However, factors that motivate visitors to convert into online users in the online environment still need greater understanding (Soderlund et al. 2014). Companies and organisations need to appreciate the factors that lead to engaging more visitors and online users on the website rather than targeting all visitors and online users in one way (Farsaii 2016).

Based on the studies discussed in this section, it is clear that the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of online users is important to Website Features Quality. However, limited evidence exists on how these three concepts relate to each other in the Conversion Funnel.

2.5 Conversion Funnel Stages

This section explores the Conversion Funnel Stages in terms of Acquisition, Behaviour and Conversion of online users. The concept of the funnel has been used in many disciplines (Yamamoto 2017). The first use of this concept was in the 1980s in production systems where the purpose of the funnel was to plan and control the production system before passing on products to the marketing field (Ma 2018). The funnel refers to “a sequence of activities and events that leads customers toward purchases” (Kotler et al. 2006, p. 11), and is “a specific, predefined path toward a conversion” (Marek 2011, p. 22).

In the context of the online environment, the Conversion Funnel is “a series of pages through which the online user must navigate to reach a goal so that the website manager or owner can track them while navigating this path” (Turner 2010, p. 268). The concept of Conversion Funnel, therefore, refers to “sequence of events that an online user experiences after visiting a website page with contextual advertisements” (Bagherjeiran et al. 2010, p. 2).

In the marketing field, visitors go through a series of events leading toward the final act of purchase or conversion (De Haan et al. 2016). The buying funnel refers to online users moving from one stage to another toward the purchase or the final action in a series of events. These events include ‘an effective stage’ and ‘a cognitive stage’ (Wiesel et al. 2011). The funnel is seen as, “a staged process for describing the way customers make their buying decisions”. These stages include “from becoming aware of the existence of a need to the final purchase of a good or service that addresses this need” (Jansen and Schuster 2011, p. 1).

Its shape represents the narrowing down of the number of visitors as they go through different stages of the buying process (Rose 2008). In other words, “from the arousing of the concern of the customer to finally producing purchasing behaviour is just like a funnel”. “Each link of the customer is gradually reducing, and only a small part of the final purchase formation transformation” (Ma 2018, p. 71). The buying funnel is a theoretical representation of the journey of online users from the first stage of the search for goods or services until the last process of the purchase (Yamamoto 2017).

The concept of the funnel includes many points of interest for different types of companies and organisations in the online environment as it, “reflects the ways marketing and sales impact the purchasing decisions of customers” (Kotler et al. 2006, p. 11). The concept of the funnel, including the buying funnel, the information-seeking funnel and the purchase funnel, have been widely used in the field of business (Rose 2008). The buying funnel is commonly used to understand Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in the online environment (Jansen and Schuster 2011).

The funnel helps to track Conversion Rate Optimisation on each page of the website to determine whether it has been successful or not (Doshi et al. 2017). The information-seeking funnel has been shown to be impacted by content presentation and media selection optimisation (Ma 2018). The analysis of both Visitor Acquisition and Online User Behaviour is used to measure Conversion Rate Optimisation (Jiang et al. 2018), and the purchase funnel is used for a better understanding of the relationship between visitors and online users, and companies and organisations (Langett 2018).

In the online environment, the Conversion Funnel represents a step by step movement of online users on the website through acquisition, behaviour, and conversion. Berthon et al. (Berthon et al. 1996) initially represented the Conversion Funnel as five stages in the online environment: awareness or understanding, attractability, contact, conversion and retention. In the e-commerce environment, the five Conversion Funnel stages are: ‘going to the product index’, ‘moving to product specifications’, ‘entering the shopping area’, ‘advancing to the shopping cart’ and ‘completing the purchase’ (Dale Wilson 2010). The page levels that align to these stages from the perspective of the e-commerce environment are: ‘the landing page’, ‘the product description page’, ‘the product picture page’, ‘the product review page’ and ‘the payment information page’ (Su and Wu 2017).

In progressing through these funnel stages and website pages, customer behaviour involves pre-purchase, purchase, and post-purchase actions (Ives and Learmonth 1984). Moe and Fader (Moe and Fader 2001) describe this Online User Behaviour similarly, using the four stages: ‘visit decision’, ‘in-store navigation decision’, ‘conversion decision’ and ‘purchase decision’. Each of these research descriptions of Online User Behaviour aligns with the key stages of the Conversion Funnel used in this study is discussed in detail in this section.

Similarly, the decision-making of online users from the marketing perspective has been described as stages that could be represented by a funnel. For example, Liang and Lai (Liang and Lai 2002) discuss: (i) problem identification, (ii) information search, (iii) evaluation of

alternatives, (vi) purchasing decision (choice) and (v) post-purchase behaviour, and the experience of online users was described by Constantinides (Constantinides 2004) as including the stages of searching, browsing, finding, selecting, comparing, evaluating, interacting and transacting. In each process, online users go through a conversion funnel to lead them toward making their final action, including a purchase (Jordan et al. 2011).

From the digital marketing perspective, such a funnel includes: ‘alternative decision of marketing interventions’, ‘visit decision’, and ‘purchase decision’ (Li and Kannan 2014). D’Haen and Van den Poel (D’Haen and Van den Poel 2013) included: suspects, prospects, leads and customers, as the stages of their digital marketing conversion funnel. Limited studies have investigated the relationship between Website Feature Quality, Visitors Acquisition, Online Users Behaviour and Conversion Rate Optimisation through the three Conversion Funnel Stages, including acquisition, behaviour and conversion. What are the consequences of only having limited studies? Make sure everything you write has a definite point.

The Conversion Funnel is also a common term in information systems and digital marketing where it refers to audience growth, audience engagement, Visitor Acquisition and loyalty (Farsaii 2016). From the perspective of the website features, The Conversion Funnel consists of touches, visits and conversions (Li and Kannan 2014), and on the website, it is determined by levels of visitor interaction on the home-page, product-page(s), shopping basket-page(s) and checkout-page(s) (De Haan et al. 2016). Based on these studies, the current study investigates the impact of Website Feature Quality in the Conversion Funnel, including the Acquisition Stage, the Behaviour Stage and the Conversion Stage.

2.5.1 Acquisition Funnel Stage

At the first stage of acquisition in the Lead Generation Conversion Funnel, visitors search for background information about companies and organisations and descriptive information about goods or services offered on websites (Lee 2002). At this stage of the Lead Generation Funnel, visitors access websites through different channels, including clicking or tapping on advertisements through paid media, organic searches, or referring websites (Farsaii 2016). Website Features Quality, such as hygiene and motivators, attract and stimulate more online users to land on website pages (Zhang and Von Dran 2000).

Website Content Quality, including accuracy, current information and the privacy of information, psychologically impact Visitor Acquisition (Lee 2002) and consequently on Conversion Rate Optimisation at this stage as Website Content Quality creates the first

impression on visitors when they land on website pages (Wakefield et al. 2004). This stage builds Visitor Acquisition and website traffic by converting more visitors to online users on website pages (Chaffey and Patron 2012).

In this first stage, when visitors search for information in the online environment, their needs, wants and desires, such as the content and information, are stimulated by Website Content Quality (Soonsawad 2013). Companies and organisations need to increase the awareness of visitors toward their websites when and where they are attracted at this stage, which is sometimes called the stimulate stage (Kuneinen 2013). Website Content Quality has an impact on Visitor Acquisition and the awareness of visitors because it is the first stage of drawing their attention toward goods or services of companies and organisations (Al-Qeisi et al. 2014).

Understanding the preferences of visitors and online users at the acquisition stage can help website specialists in developing, enhancing and improving Website Features Quality. This development, enhancement and improvement may then attract more visitors and online users to be aware of the general information of the website and lead to their landing on it. The current study utilises data from the preferences of visitors and online users related to Website Features Quality to develop a better understanding of Visitor Acquisition, its relationship with Online User Behaviour, and its subsequent impact on Conversion Rate Optimisation. Thus, the current study explores the Visitor Acquisition stage as the first stage in the Conversion Funnel.

2.5.2 Behaviour Funnel Stage

The second stage involves the motivation of online users to interact with the website, through browsing, reading or searching more about website activities, goods or services (Chaffey and Patron 2012). At this stage, which is also called the organism stage (Wu et al. 2013), online users assess Website Design Quality features, such as the atmosphere and layout design, and their capacity to match their needs or wants while they browse on website pages. During this stage, online users continue to generate and evaluate available alternatives in the online environment (Soonsawad 2013).

At the second stage of the Lead Generation Conversion Funnel, Website Features Quality should include functions, services and visualisations that avoid frustration or dissatisfaction among online users (Zhang and Von Dran 2000) as Website System Quality, including convenience in browsing, flexible payment options and security of transactions, psychologically impacts Online User Behaviour (Lee 2002) and consequently Conversion

Rate Optimisation. Companies and organisations need to lead more traffic to visit and browse their websites at this stage (Kuneinen 2013) Therefore, at the second stage of the Lead Generation Conversion Funnel, the website needs to keep online users involved, or engaged or to bring them back. Strategies to do this include technical initiatives, such as landing page optimisation, and marketing initiatives, such as e-mail marketing and remarketing (Farsaii 2016).

Understanding the preferences of visitors and online users at the behaviour stage can help website specialists in developing, enhancing and improving Website Features Quality in order to engage more visitors and online users. Improved engagement can then lead to visitors and online users giving consideration to specific information and details on the website, and then, in turn, lead to raising their intention to convert into customers. Therefore, the current study will explore Online User Behaviour as the second stage in the Conversion Funnel.

2.5.3 Conversion Funnel Stage

At the third stage of the Lead Generation Conversion Funnel, online users or customers take the final action, which results in either decision and conversion or leaving the website. This is also called the response stage. Online users are impacted by Website Features Quality, including atmosphere, layout and transaction options when taking their decision. Thus Website Features Quality has an impact on perceptions of online users, which in turn impacts on Online User Behaviour and Conversion Rate Optimisation (Wu et al. 2013) when online users finally choose between alternatives in the online environment (Soonsawad 2013).

For these reasons, Website Features Quality, such as functions, services and visualisations, should maintain the interests of online users and encourage them to make positive final actions (Zhang and Von Dran 2000). At this stage, customers desire fast delivery to obtain their goods or services (Lee 2002) and Website Service Quality, such as the reliability of transaction, a guarantee of service standards and a warranty of goods or services, psychologically impact Online User Behaviour and consequently Conversion Rate Optimisation (Lee 2002).

From the perspective of companies and organisations, at this stage, they need to convert more online users into customers by signing up to a newsletter or purchasing goods or services, on their websites (Kuneinen 2013). To do this, they need to convert more online users into customers by forming a relationship between the website and customers and

generating value for both parties. A successful outcome of the third stage of the Lead Generation Conversion Funnel is for companies and organisations to achieve their ultimate goal of conversions, such as an e-mail address exchange or a successful purchase (Farsaii 2016).

Understanding the preferences of visitors and online users at the conversion stage can help website specialists in developing, enhancing and improving Website Features Quality. This, in turn, may engage more visitors and online users to undertake trials or tests on the website and lead to improving their willingness to convert into customers. Therefore, the current study explores the Conversion Rate Optimisation stage as the last stage in the Conversion Funnel.

The following sections of the literature review will discuss three theories that have emerged in the field of information systems, digital marketing, psychology and social psychology that are directly relevant to developing understanding in relation to each of the three research questions. These theories and their implications for the current study are discussed below. These theories will be used in Chapter 5 in reflecting on the results.

2.6 Technology Acceptance Model

The Technology Acceptance Model has been used widely in different fields. It was first used in 1989 in the field of information technology and consisted of two primary aspects (Davis 1989): usefulness, and ease of use (usability). Davis (1989) developed a model representing usefulness and usability to explain perceptions of individuals when they used new technology. In this model, the perceived usefulness of the new technology is an antecedent to the perceived usability in terms of user behaviour (Davis 1989).

However, perceived usability is an antecedent to the perceived usefulness in terms of system usage because usability, demonstrated by functions of the system application, has a stronger relationship with the usage of online users than usefulness. (Davis 1989) found that online users are more likely to cope with some difficult functions if they perceive that these functions will lead them to advanced stages in the application or system where they will achieve the usefulness they need.

Table 2.1 presents a summary of studies that have applied the Technology Acceptance Model in relation to the effects of Website Features Quality. Previous studies investigated the impact of Website Features Quality on online user attitudes, behaviours and responses. However, there has been limited focus on: 1) the real-time responses of visitors and online

users; 2) the three stages of the Conversion Funnel; 3) the Lead Generation website; and 4) different website pages.

Table 2.1: Summary of studies on the Technology Acceptance Model.

No.	Author(s) and Year	Conversion Funnel Stage	Website Features	Environment	User Responses Measured
1	(Davis 1989)	Behaviour Stage	Not Available	Technology	Usage Behaviour
2	(Hu et al. 1999)	Acquisition Stage	Not Available	Health Care	Intention to Use
3	(Agarwal and Karahanna 2000)	Conversion Stage	Not Available	Online Environment	Behavioural Intention to Use
4	(Moon and Kim 2001)	Behaviour Stage	Not Available	Online Environment	Actual Use
5	(Koufaris 2002)	Conversion Stage	Product; Involvement; Website Skills; Value-Added Search Mechanisms; and Challenges	E-Commerce	Unplanned Purchase
6	(Hsu and Lu 2004)	Acquisition Stage and Behaviour Stage	Not Available	E-Commerce	Actual Use
7	(Song and Zahedi 2005)	Conversion Stage	Promotion; Service; External; Interpersonal Sources;	E-Retailing	Purchase Intention

			Ease of Use; and Navigation Purchase Facilitation		
8	(Pavlou and Fygenson 2006)	Behaviour Stage	Technological Characteristics; and Product Characteristics	E-Commerce	Behaviour
9	(Lu et al. 2009)	Acquisition Stage and Behaviour Stage	Not Available	E- Communication	Actual Usage
10	(Hausman and Siekpe 2009)	Conversion Stage	Human Factors; and Computer Factors	E-Retailing	Purchase and Return Intentions
11	(Jiang 2009)	Acquisition Stage and Behaviour Stage	Mobile Services; Fixed Internet; and Mobile Internet	E-Mobile	Behaviour
12	(Yousafzai et al. 2010)	Acquisition Stage and Behaviour Stage	Privacy; Security; and Trust	E-Banking	Actual Behaviour
13	(Lee and Chen 2010)	Behaviour Stage	Not Available	E-Commerce	Purchase Behaviour
14	(Ghazizadeh et al. 2012)	Behaviour Stage	Not Available	Automation	Actual Behaviour
15	(Cheung and Vogel 2013)	Acquisition Stage and Behaviour Stage	Compatibility, Sharing and Self-Efficacy	E-Learning	Actual Behaviour

16	(Al-Adwan et al. 2013)	Behaviour Stage and Conversion Stage	Not Available	E-Learning	Conversion Stage
17	(Park et al. 2014)	Conversion Stage	Anxiety and Self-Efficacy	Teleconferencing systems	Actual Behaviour

The studies included in Table 2.1 have investigated Website Features Quality and online user attitude, behaviours and responses. Significant aspects of these studies are explained in the following sub-sections.

2.6.1 Studies that Investigate Online User Responses to Website Features Quality

Studies investigating Website Features Quality in the online environment analysed online user responses in terms of their intentions, with limited focus on the real-time responses of online users. Usefulness and usability have a relationship with computer factors and human factors in terms of attitude toward the website (Hausman and Siekpe 2009). Hausman and Siekpe (2009) categorised website design elements into human-factors (hedonic characteristics) and computer-factors (utilitarian characteristics). Computer factors and human factors were investigated in terms of purchase intentions and intention to re-visit the website. It was found that the absence of the theoretical (usefulness) elements of website design may lead to no further actions, including shopping tasks, from online users on the website (Hausman and Siekpe 2009).

The absence of the technical (usability) elements of website design led to stopping online users from doing final actions, such as purchasing tasks, on the website. The human-computer factors impacted on the attitude of online users toward the visiting of the website and their flow state throughout it. Human factors were shown to have a strong impact on the evaluation of usefulness on the website stage, including attitude toward the website, purchase intention and intention to re-visit. The availability of computer factors, such as layout (design) features and navigation (system) features, helped online users to avoid irritation in relation to searching for content and services offered. A survey was used to research usefulness and usability related to computer-human factors (Hausman and Siekpe 2009).

The study by Hausman and Siekpe (2009), along with others, focused on the beliefs and attitudes of online users about the usability and usefulness of websites, with limited evidence of how online users actually behave. The real-time responses of online users can provide incremental insights for practitioners and researchers in the online environment (O'Reilly et al. 2007), and thus are important measurements of website quality. The study of real-time responses of online users is also faster, simpler and less expensive compared to traditional studies, such as focus groups (Kozinets 2002). Investigating how online users respond in real-time has the potential to provide more insight and value when assessing Website Features Quality.

To date, limited studies have investigated real-time responses, such as returning online users, new online users, returning sessions, new session and entrance; bounce rate, pages per session, average session duration, pageview, unique pageview and average session duration; and goal Conversion Rate, goal completions, goal value, page value and exit points. Most of the previous studies focused on factors such as perspectives of online users, or emotional and cognitive attributes of online users (Davis 1989; Hu et al. 1999; Moon and Kim 2001; Koufaris 2002; Hsu and Lu 2004; Song and Zahedi 2005; Pavlou and Fygenon 2006; Hausman and Siekpe 2009; Jiang 2009; Lu et al. 2009; Lee and Chen 2010; Yousafzai et al. 2010).

This current study will address this gap by investigating the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation using the real-time responses of online users. Therefore, the current study will fill this gap through the following Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website through the real-time responses of online users.

2.6.2 Studies that Investigate Website Features Quality at Different Stages of the Conversion Funnel

Limited studies have investigated the real-time responses of online users through the three Conversion Funnel Stages, including acquisition, behaviour and conversion. A greater number of studies have applied the Technology Acceptance Model to explain attitudes toward using new technologies, such as instant messaging, behavioural purchase and actual purchase (Lu et al. 2009). Usefulness, as the extrinsic motivation of instant messaging, has

been shown to have an impact on the use of this platform at the attitude stage by online users in terms of personal attitude, subjective norms, behaviour control and intention to use (Lu et al. 2009).

The Technology Acceptance Model has been used to better understand the actual behaviour of online users and actual use of the website in terms of usefulness and usability (Yousafzai et al. 2010). Yousafzai et al. (2010) found the Technology Acceptance Model to be better than other theories, such as the Theory of Reasoned Action, in terms of predicting Online User Behaviour in the online environment for Internet banking services. In comparison to usability, usefulness had more impact on intention to use online banking services by online users. This result is consistent with the previous study by Davis (1989), who indicated that usability had an indirect impact through usefulness on the intention of using new technologies.

Most of the previous studies focused on one stage of the Conversion Funnel, including the Acquisition Stage (Hu et al. 1999); the Behaviour Stage (Davis 1989; Moon and Kim 2001; Pavlou and Fygenson 2006; Lee and Chen 2010); and the Conversion Stage (Koufaris 2002; Song and Zahedi 2005; Hausman and Siekpe 2009). Another group of studies focused on two stages of the Conversion Funnel, including Acquisition and Behaviour Stages (Hsu and Lu 2004; Jiang 2009; Lu et al. 2009; Yousafzai et al. 2010). It is evident that these studies focus primarily on Online User Behaviour, with limited investigations into all three stages of the Conversion Funnel.

This current study will fill this gap as it investigates Website Features Quality and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through each of the stages of the Conversion Funnel, including acquisition, behaviour and conversion stages. Therefore, the current study will fill this gap through the following Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website through each of the stages of the Conversion Funnel, including acquisition, behaviour and conversion stages.

2.6.3 Studies that Investigate Website Features Quality in the Different Websites

Studies investigating Website Features Quality in the online environment focus on various features of different types of websites, such as product, involvement, website skills,

value-added search mechanisms and challenges of the e-commerce website (Koufaris 2002); promotion, service, external, interpersonal sources, ease of use and navigation purchase facilitation of the e-retailing website (Song and Zahedi 2005); technological characteristics and product characteristics of the e-commerce website (Pavlou and Fyngenson 2006); human factors and computer factors of the e-retailing website (Hausman and Siekpe 2009); mobile services, fixed internet and mobile internet of the e-mobile website (Jiang 2009); and privacy, security, and trust of the e-banking website (Yousafzai et al. 2010). Limited studies in the literature review focus on features of the Lead Generation website.

The current study researches the Technology Acceptance Model in terms of usability and usefulness of the Lead Generation website. Therefore, the current study suggests the following Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website through the Technology Acceptance Model in terms of usability and usefulness of the Lead Generation website.

2.6.4 Studies that Investigate Website Features Quality on Different Website Pages

Previous studies have investigated Website Features Quality by focusing on one or two pages of a website (Song and Zahedi 2005). However, it is important to investigate Website Features Quality in terms of the Technology Acceptance Model through different website pages (Song and Zahedi 2005) because there is a lack of knowledge about the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. Previous research on the three types of pages that form the focus of this study: default channels, landing pages and exit pages, is now discussed.

Default channels are defined as a group of sources and mediums that can be put together to shape a broad picture of how traffic lands on a website (Ceralytics 2020). The current study has selected default channels to enable a better understanding of the relationship between Website Features Quality, and these default channels in terms of Visitor Acquisition. As discussed in section 1.4.1, the acquisition is the first stage of the customer lifecycle in the online environment before the behaviour and conversion stages (Ang and Buttle 2006). Therefore, website owners need to evaluate the performance of

Website Features Quality through Visitor Acquisition to determine the best default channel in order to determine how best to attract more visitors and online users to land on the website.

The landing page refers to the first page that is viewed by an online user during a session; which is, in other words, their entrance page to the website (Mangold 2020). (Mangold 2020) asserts that it is necessary to review the landing pages on the website in order to gain a better understanding of the most common pages that individuals view while navigating to the website. The current study has selected landing pages as essential to understanding relationships between Website Features Quality and Online User Behaviour in relation to these landing pages. Ang and Buttle (Ang and Buttle 2006) indicate that behaviour, as the second stage of the customer lifecycle in the online environment, is important for website owners in evaluating the performance of Website Features Quality. Understanding of Online User Behaviour can be developed through an examination of the performance of landing pages in terms of how many visitors and online users engage in browsing on website pages before leaving the website.

The exit page refers to the last page on the website that an online user accesses before their session ends or they leave the website. The exit pages section of Google Analytics allows analysis of which pages online users most frequently end their sessions on or leave the website after viewing (Sentance 2016). The current study has selected exiting pages as important to better understand the relationship between Website Features Quality and Conversion Rate Optimisation. Conversion is the third and final stage of the customer lifecycle in the online environment (Ang and Buttle 2006). Website owners need to evaluate the performance of Website Features Quality and their impact on Conversion Rate Optimisation. Examination of the exit pages will assist in determining how to convert more visitors and online users into customers on the website.

This current study will fill this gap by analysing data from a Lead Generation case study website. Therefore, the current study will fill this gap through the following Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website? Google Analytics will be used as an online platform to examine the relationship between the following three pages: the acquisition, behaviour and conversion stages, including default channels, the landing pages and the exiting pages.

2.6.5 Proposed Theoretical Model

This section draws together extant literature to propose a new theoretical model to investigate Research Question 1 of this current study. The theoretical model illustrates the relationships between Website Features Quality and both Visitor Acquisition and Online User Behaviour and how these impact on Conversion Rate Optimisation of the Lead Generation website. The model will be validated through the investigation of real-time responses of online users analysed through Google Analytics.

Figure 2.1 shows the proposed theoretical model that is based on the Technology Acceptance Model, including usability and usefulness, and associated relationships with both Visitor Acquisition and Online User Behaviour to subsequently impact Conversion Rate Optimisation. The current study suggests there is a positive relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour. This study further suggests that Website Features Quality can improve Conversion Rate Optimisation of the Lead Generation website.

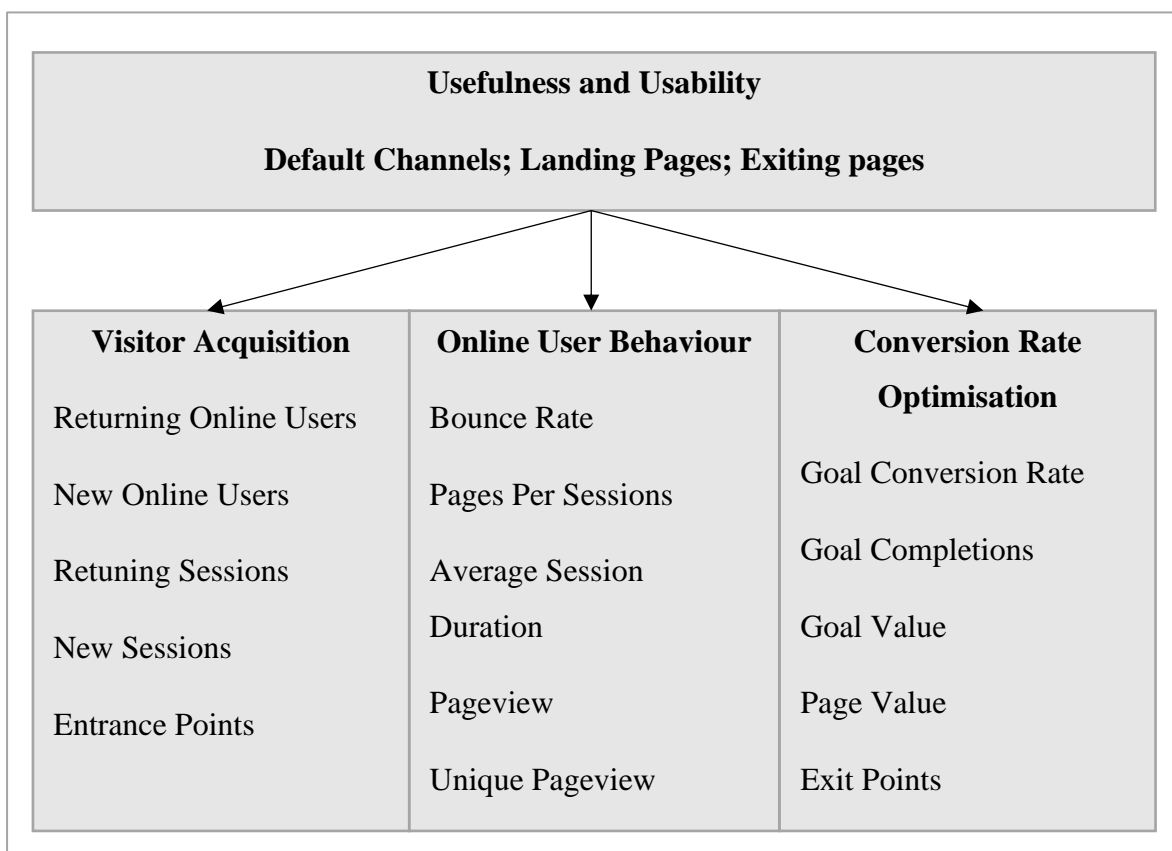
It is important to know the real-time responses of online users in the different Conversion Funnel stages because there is a lack of knowledge about this phenomenon from previous studies of the Lead Generation website. It is also important to look at the real-time responses of online users for different website pages to better understand the relationships between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through the Conversion Funnel because there is currently minimal literature about this in the Lead Generation website.

The current study, therefore, investigates Website Features Quality in terms of online user responses at the acquisition, behaviour and conversion stages. Firstly, at the acquisition stage, it examines different website pages, including default channels, landing pages and the exiting pages. The real-time responses are measured in terms of returning online users, new online users, returning sessions, new sessions and entrances. Secondly, at the behaviour stage, it examines default channels, landing pages and exiting pages in terms of bounce rate, pages per session, average session duration, pageview, unique pageview and average session duration. Finally, at the conversion stage, it examines the default channels, the landing pages and the exiting pages in terms of goal Conversion Rate, goal completions, goal value, page value and exit.

In doing this, the current study assumes that: 1) the website pages with the highest quantity of returning online users, new online users, returning sessions, new sessions and entrances are more likely to have the best Website Features Quality in terms of usefulness

and usability; 2) the website pages with a high quality of bounce rate, pages per session, average session duration, pageview, unique pageview and average session duration are more likely to have the best Website Features Quality in terms of usefulness and usability; and 3) the website pages with the worthiest Goal Conversion Rate, goal completions, goal value, page value and exit are more likely to have the best Website Features Quality in terms of usefulness and usability. Each of these assumptions is supported by the extant literature discussed in this Chapter.

Figure 2.1: Proposed theoretical model of relationships between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website.



Source: Figure 2.1 adapted for this study from (Fishbein and Ajzen 1977; Davis 1989).

Figure 2.1 proposes that there are relationships between usefulness and usability on three pages, including default channels, landing pages and exiting pages, that subsequently impact Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. At the acquisition stage, represented by Visitor Acquisition, usefulness and usability can be examined in terms of returning online users, new online users, returning sessions, new sessions and entrance points. At the behaviour stage, represented by Online User Behaviour, usefulness and usability can be examined in terms of bounce rate, pages per sessions,

average session duration, pageview and unique pageview. At the conversion stage, represented by Conversion Rate Optimisation, usefulness and usability can be examined in terms of goal Conversion Rate, goal completions, goal value, page value and exit points.

The usefulness of the website content and services, including information and offers, and the usability of the website design and system are important aspects of the performance of Website Features Quality that will be analysed through Google Analytics in this study. Figure 3.1 in Chapter 3 presents more detail about Website Features Quality as independent variables and dependent variables through Heat Maps relying on the Flow Theory. Literature related to Usefulness and Usability is now discussed.

2.6.6 Usefulness

Previous studies have investigated Website Features Quality in terms of usefulness, relying on the opinion of online users. Usefulness refers to the belief of online users as to how much the use of technology, such as an application or system, would enhance their experience in the online environment (Davis 1989). Usefulness also refers to the beliefs of online users as to the degree Website Features Quality enhances their experience in obtaining information to complete their subsequent purchase (Pavlou and Fygenon 2006). It relates to the psychological or human features of Website Features Quality, such as content, colours, graphics or music, that online users experience with their feelings and minds, which affect their behaviour and performance on the website (Song and Zinkhan 2003). These beliefs have been found to considerably impact attitudes to use the website, behavioural intention and actual use (Venkatesh and Morris 2000).

Usefulness has been shown to offer many advantages for Website Features Quality in the online environment. Kaplan et al. (2007) found that usefulness acts as a mediator between usability and Conversion Rate Optimisation because it serves as the first stage of awareness or attractiveness for online users to visit the website. According to Lee and Koubek (2010), usefulness data provides a better understanding of Website Content Quality and the level of availability of usefulness for online users to complete tasks on website pages. Usefulness has been shown to have a significant impact on Visitor Acquisition, such as more frequent re-visiting of website pages by online users (Yousafzai et al. 2010). The current study investigates whether there is a positive relationship between the usefulness of Website Features Quality and both Visitor Acquisition and Online User Behaviour and whether it improves Conversion Rate Optimisation.

Previous studies have investigated usefulness in relation to content or service aspects, including colours, graphics, information or music and the level of available information and content organisation on the website (Song and Zinkhan 2003; Pavlou and Fyngenson 2006; Lee and Koubek 2010). Most researchers have investigated the usefulness of the new technologies from the perspective of online users without focusing on the real-time responses of online users toward Website Features Quality. This current study will investigate the usefulness of Website Features Quality through the stages of the Conversion Funnel in terms of returning online users, new online users, returning sessions, new sessions and entrance at the acquisition stage; bounce rate, pages per session, average session duration, pageview, unique pageview and average session duration at the behaviour stage; and goal Conversion Rate, goal completions, goal value, page value and exit at the conversion stage.

This current study also investigates the usefulness of Website Features Quality in terms of returning online users, new online users, returning sessions, new sessions and entrance points through Google Analytics on the different default channels, landing pages and exiting pages at the acquisition stage of the funnel. Sections 2.3.1 and 2.3.4 present a discussion of information about content quality and service quality. RELISH is a Conversion Rate Optimisation framework in section 3.5.1 that used to investigate the usefulness of Website Features Quality through Google Analytics.

The literature indicates that the usefulness of content and services and the successful default channels, landing pages and exiting pages are determined through a high quantity of online users at the acquisition stage in terms of returning online users, new online users, returning sessions, new sessions and entrance points to land on or to re-visit the website. A high quantity of online users through the best default channel, landing page and exiting page compared to other default channels, landing pages and the exiting pages is more likely to be achieved where there is high Website Features Quality in terms of content quality and service quality.

2.6.7 Usability

Previous studies have investigated Website Features Quality in terms of usability, relying on the opinion of online users. Usability refers to the ease of use of technology, such as an application or website (Davis 1989). It is defined as the degree to which Website Features Quality, such as navigation or technical aspects, can support online users in achieving their goals (Brown and Venkatesh 2005). Usability also refers to the beliefs of online users in

regard to the degree to which they feel obtaining information to complete the purchase is effortless on a website (Pavlou and Fygenson 2006).

Usability includes virtual features, such as icons, links or menus, of Website Features Quality that online users experience with their hands, including clicks or taps (Song and Zinkhan 2003). This is an essential aspect of Website Features Quality and includes accessibility, architecture, convenience, findability, navigation, payment process, search facilities and speed (Constantinides 2004). These features of usability impact both Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

Usability has more impact on the Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of users who seek information rather than to make a purchase because a purchase needs more steps compared to finding information (Gefen and Straub 2000). Most previous studies examined the usability of new technologies from the perception or behavioural intention of online users, but they did not focus on real-time responses of online users in regards to Website Features Quality. The current study will investigate the usability of Website Features Quality through the Conversion Funnel stages in terms of real-time responses of returning online users, new online users, returning sessions, new sessions and entrance at the acquisition stage; bounce rate, pages per session, average session duration, pageview, unique pageview and average session duration at the behaviour stage; and goal Conversion Rate, goal completions, goal value, page value and exit at the conversion stage.

Usability offers many advantages for Website Features Quality in the online environment. Song and Zahedi (2005) found that usability makes online users feel more efficient by offering ease of use and navigation, external and interpersonal sources, purchasing facilitation, and quick responses through the website. Usability studies have taken into account the point of view of online users to improve Website Features Quality, including the navigation system, typography and visual organisation to then target new online users (Lee and Koubek 2010).

In their study, Vila and Kuster (2011) found that more than half of visitors left the website without converting to online users due to the lack of usability features. Usability has demonstrated an impact on the experience of online users, with less complicated Website Features Quality for visitors, leading to a better experience of online users (Al-Qeisi et al. 2014), indicating that the application or website was found to be easy to use. The current study will go further to investigate whether there is a positive relationship between usability

of Website Features Quality and both Visitor Acquisition and Online User Behaviour and whether it improves Conversion Rate Optimisation.

Previous studies have been restricted to researching usability in relation to navigation or technical aspects, including icons, links or menus, and accessibility, architecture, convenience, findability and payment process (Song and Zinkhan 2003; Constantinides 2004; Pavlou and Fygenson 2006).

This current study investigates the usability of Website Features Quality, in terms of real-time responses of online users, including the bounce rate, pages per session, average session duration, pageview and unique pageview through Google Analytics on the different default channels, and landing pages and exiting pages at the behaviour stage of the funnel. Sections 2.3.2 and 2.3.3 present literature and discussion about design quality and system quality. This literature indicates that design and system usability may be evidenced by successful default channels, landing pages and exiting pages. RELISH is a Conversion Rate Optimisation framework in section 3.5.1 that used to investigate the usability of Website Features Quality through Google Analytics.

The success of these pages can be measured by metrics of bounce rate, pages per session, average session duration, pageview and unique pageview. These metrics indicate activity levels of online users to browse and engage on the website. These activity levels of online users are more likely to be achieved through a high Website Features Quality in terms of design quality and system quality.

The indication of the usefulness of content and service, usability design and system and the successful default channel, landing page and exiting page are determined through the worthiness of goal Conversion Rate, goal completions, goal value, page value and exit points on the different default channels, landing pages and exiting pages to convert online users into customers on the website. The concept of 'worthiness' refers to something, such as goals on the website, that deserves to be given more attention compared to others (Cambridge 2020). This current study assumes that considering a worthy goal through the best default channel, landing page and exiting page compared to other default channels, landing pages and exiting pages are more likely to achieve through high Website Features Quality in terms of content quality, design quality, service quality and system quality.

2.7 Flow Theory

Flow Theory has been used broadly across different fields. The concept of Flow Theory, which included behavioural aspects of individuals, was used for the first time by

Csikszentmihalyi in 1975 in the discipline of psychology (Csikszentmihalyi 1975). These aspects included attention, concentration, curiosity, involvement, perceived challenges, perceived enjoyment, perceived skills and perception of control. The main idea of Flow Theory is to find a balance between opportunities and challenges in the work environment. Csikszentmihalyi (1975) presumes that the work environment needs to involve positive aspects, such as happiness, enjoyment and pleasure, to motivate the human to complete their tasks smoothly.

Different online environments have been used to investigate the presence of the Flow State in Website Features Quality at different Conversion Funnel stages. Table 2.2 presents studies that applied Flow Theory related to Website Features Quality, Visitor Acquisition, Online Use Behaviour and Conversion Rate Optimisation in different online environments. Previous studies have investigated the impact of Website Features Quality of online user attitude, behaviours and responses focused on one or two stages in the Conversion Funnel.

Limited studies were located that investigated Visitor Acquisition, Online Use Behaviour and Conversion Rate Optimisation over all three stages in the Conversion Funnel (Agarwal and Karahanna 2000; Moon and Kim 2001; Koufaris 2002; Hsu and Lu 2004; Chen 2006; Li and Browne 2006; Choi et al. 2007; Hausman and Siekpe 2009; Liu et al. 2009; Lu et al. 2009; Lee and Chen 2010).

Table 2.2 presents a summary of studies that apply Flow Theory to the effects of Website Features Quality. Previous studies have investigated the impact of Website Features Quality on online user attitudes, behaviours and responses with limited focus on: 1) visitors and online users real-time responses; 2) the three stages of the Conversion Funnel; 3) the Lead Generation website; and 4) different website stages.

Table 2.2: Summary of studies on the Flow Theory.

No.	Author (s) and Year	Conversion Funnel Stage	Website Features	Environment	User Responses Measured
1	(Agarwal and Karahanna 2000)	Conversion Stage	Not Available	Online Environment	Behavioural Intention to Use
2	(Moon and Kim 2001)	Behaviour Stage	Not Available	Online Environment	Actual Use
3	(Koufaris 2002)	Conversion Stage	Product; Involvement; Website Skills; Value-Added Search Mechanisms; and Challenges	E-Commerce	Unplanned Purchase
4	(Hsu and Lu 2004)	Acquisition Stage and Behaviour Stage	Not Available	E-Commerce	Actual Use
5	(Finneran and Zhang 2005)	Behaviour Stage	Not Available	Computer-Mediated Environment	Behaviour
6	(Chen 2006)	Behaviour Stage	Not Available	Internet-Related Newsgroups	Behaviour
7	(Li and Browne 2006)	Behaviour Stage	Not Available	E-Shopping	Behaviour
8	(Choi et al. 2007)	Acquisition Stage	Content; and System	E-Learning	Attitude Towards Use

9	(Liu et al. 2009)	Acquisition Stage and Behaviour Stage	Not Available	E-Learning	Actual Usage
10	(Hausman and Siekpe 2009)	Conversion Stage	Human Factors; and Computer Factors	E-Retailing	Purchase and Return Intentions
11	(Lu et al. 2009)	Acquisition Stage and Behaviour Stage	Not Available	E-Communication	Actual Usage
12	(Lee and Chen 2010)	Behaviour Stage	Not Available	E-Commerce	Purchase Behaviour
13	(McDowell et al. 2016)	Conversion Stage	Visitor Greeting Page Features; Catalogue Page Features; Shopping Cart Page Features; and Checkout Page Features	E-Retailing	Consumer Purchase

Table 2.2 provides a summary of the studies investigating Website Features Quality and online user attitude, behaviours and responses. These studies are explained in the following:

2.7.1 Studies that Investigate Online User Responses to Website Features Quality

Studies investigating Website Features Quality in the online environment have analysed online user responses in terms of their attitudes, intentions and behaviour with limited focus on their real-time responses, including clicks or taps, movements and scrolls, of online users. Variables such as concentration, perceived control, curiosity, intrinsic interest, temporal dissociation and perceived enjoyment, have been widely used to measure the flow state (Moon and Kim 2001).

However, playfulness on the website is a new factor that they have used to better understand the flow state on the website. Playfulness has been used as a dimension of Flow Theory to investigate the relationship between attitude toward using the information technology, behavioural intention to use it and the actual use of it, through a survey technique (Moon and Kim 2001). Playfulness was found to impact the attitude of online users toward using the website, and it is an important consideration in terms of website design and systems. Moon and Kim (2001) investigated the relationship between the attitude toward using the website, the behavioural intention to use it and the actual use of it through the perspective of online users. However, Moon and Kim (2001) did not utilise real-time responses of online users.

The immersion of visitors and online users is more likely to increase if they feel more confident and comfortable with the website (Koufaris 2002). Immersion can also assist in developing Website Features Quality to increase aspects of concentration, entertainment and fun and motivate online users to be more involved in the website. Koufaris (2002) investigated the phenomenon of the flow state from the perspective of online users in terms of visiting the website, making an unplanned purchase and returning to the website. Perceived enjoyment had an impact on intention to re-visit the website (Koufaris 2002).

Other dimensions of the flow state, such as product involvement, website skills, challenges, and use of value-added search mechanisms, also had an impact on Online User Behaviour. Even though Koufaris (2002) focused on the essential responses, including emotional and cognitive, of online users toward the website, this researcher did not study the real-time responses of online users on the website.

The experience of the flow state has been found to impact visitors and online users to immerse themselves in an activity on the website without consciousness (Lu et al. 2009). Visitors and online users may feel immersed in actions, such as search, browse or conversion when they experience the state of flow on a website. The flow state can be measured using many dimensions, such as perceived enjoyment, concentration and perceived control. Lu et al. (2009) found that the presence of the flow state, through perceived enjoyment, had an impact on the attitude toward using the new technology, the behavioural intention of using it and the actual use. Perceived enjoyment can also promote acceptance of new technology by online users. Although Lu et al. (2009) investigated the flow state in terms of the attitude toward using the new technology, the behavioural intention of using it and the actual use through the opinion of online users, they did not consider real-time responses, such as clicks or taps, movements and scrolls, of online users in the real-time of website pages.

Limited studies have investigated real-time responses, such as clicks or taps, movements and scrolls. Most previous studies have focused on factors, such as the perspective of online users or emotional and cognitive responses of online users (Agarwal and Karahanna 2000; Moon and Kim 2001; Koufaris 2002; Hsu and Lu 2004; Finneran and Zhang 2005; Chen 2006; Li and Browne 2006; Choi et al. 2007; Hausman and Siekpe 2009; Liu et al. 2009; Lu et al. 2009; Lee and Chen 2010; McDowell et al. 2016).

The current study will investigate attention and concentration within Flow Theory through the analysis of data on clicks or taps, movements and scrolls. Therefore, the current study suggests the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website through the Flow Theory in terms of attention and concentration on the Lead Generation website.

2.7.2 Studies that Investigate Website Features Quality at Different Conversion Funnel Stages

Studies investigating Website Features Quality in the online environment have focused on one stage in the Conversion Funnel stage, such as a behavioural or actual purchase. Limited studies have included an overview of the three stages in the Conversion Funnel, acquisition, behaviour and conversion. While Agarwal and Karahanna (2000) focused on Flow Theory through the perceptions of online users at the Conversion Stage, they have not studied this phenomenon from using real-time responses of online users at different stages of the Conversion Funnel.

The flow state is an essential element that McDowell et al. (McDowell et al. 2016) suggest should be induced in the website in the e-commerce environment. McDowell et al. (2016) found there was a positive relationship between the improvement of Conversion Rate Optimisation and the existence of flow state while studying the Conversion Stage. They indicated that a website with a high Conversion Rate was more likely to have a flow state. The flow state has been researched in terms of the rate of conversion, but has not been investigated at other stages of the Conversion Funnel.

Limited studies investigated real-time responses of online users through the three Conversion Funnel Stages. Most previous studies focused on only one stage, including the Acquisition Stage (Choi et al. 2007); the Behaviour Stage (Moon and Kim 2001; Finneran and Zhang 2005; Chen 2006; Li and Browne 2006; Lee and Chen 2010); and the Conversion Stage (Agarwal and Karahanna 2000; Koufaris 2002; Hausman and Siekpe 2009; McDowell

et al. 2016) or two stages of the Conversion Funnel, including the Acquisition Stage and the Behaviour Stage (Hsu and Lu 2004; Liu et al. 2009; Lu et al. 2009).

It is important to look at real-time responses of online users at different Conversion Funnel stages in order to better understand the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through the Conversion Funnel because there is little knowledge existing in the Lead Generation website about this phenomenon.

The current study is used to three types of pages, including the Home page at the acquisition stage; the Conversion Rate Optimisation at the behaviour stage; and the Free Analysis and Audit at the conversion stage. This current study suggests the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website through each of the stages of the Conversion Funnel, including acquisition, behaviour and conversion stages.

2.7.3 Studies that Investigate Website Features Quality in Different Websites

Studies investigating Website Features Quality in the online environment focus on various features of different types of websites, such as product, involvement, website skills, value-added search mechanisms and challenges of the e-commerce website (Koufaris 2002); content and system of the e-learning website (Choi et al. 2007); human factors and computer factors of e-retailing (Hausman and Siekpe 2009); and visitor greeting page features, catalogue page features, shopping cart page features and checkout page features of the e-retailing website (McDowell et al. 2016).

Limited studies in the literature review focus features of the Lead Generation website. This current study suggests the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website through the Flow Theory in terms of attention and concentration on the Lead Generation website.

2.7.4 Studies that Investigate Website Features Quality on Different Website Pages

Previous studies have investigated Website Features Quality by focusing on perceptions of online users about the website through the interview, questionnaire or survey (Agarwal and Karahanna 2000; Moon and Kim 2001; Koufaris 2002; Hsu and Lu 2004;

Finneran and Zhang 2005; Chen 2006; Li and Browne 2006; Choi et al. 2007; Hausman and Siekpe 2009; Liu et al. 2009; Lu et al. 2009; Lee and Chen 2010; McDowell et al. 2016).

These studies investigated Website Features Quality by focusing on three main pages: catalogue page(s); shopping cart page(s); and checkout page(s) of an e-commerce website (McDowell et al. 2016). It is important to investigate Website Features Quality in terms of Flow Theory through different website pages (McDowell et al. 2016) because there is a lack of knowledge about the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through different website pages.

The current study researches the one case study website using Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page through Heat Maps. The Heat Map is “a freely available website server that allows online users to visualise their data through an easy-to-use graphical interface interactively” (Babicki et al. 2016, p. 147). The study researches the experience of online users related to Website Features Quality, including content, design, system and services, at the acquisition stage represented by the Home page; the behaviour stage represented by the Conversion Rate Optimisation page; and the conversion stage represented by the Free Analysis and Audit page.

The attention of visitors and online users on the pages of the website is the main variable of the experience of online users related to Website Features Quality investigated through Heat Maps. The concentration of visitors and online users on pages of the website is the second variable of experience online users related to Website Features Quality that is investigated through Heat Maps. The pages that have been investigated in the literature include The Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit Page.

The current study assumes that *the Home page* reveals the attention and concentration of online users and the level of the importance of content and navigation available on this landing page. This attention and concentration are represented by the real-time responses, including clicks or taps, movements and scrolls, of online users on Home page sections at the acquisition stage. A high number of clicks or taps may indicate the availability of attention and concentration through the Home page. A low number of movements may indicate the availability of attention and concentration through the Home page. The high percentage of scrolls may indicate the availability of attention and concentration through the Home page at the acquisition stage.

The current study assumes that *The Conversion Rate Optimisation page* reveals levels of attention and concentration of online users and the level of the importance of content and navigation available on this browsing page. The attention and concentration are represented by real-time responses, including clicks or taps, movements and scrolls, of online users on Conversion Rate Optimisation page sections as the behaviour stage. A high number of clicks or taps may indicate the availability of attention and concentration through the Conversion Rate Optimisation page. A low number of movements may indicate the availability of attention and concentration through the Conversion Rate Optimisation page. The high percentage of scrolls may indicate the availability of attention and concentration through the Conversion Rate Optimisation page at the behaviour stage.

The current study assumes that *The Free Analysis and Audit page* reveals the attention and concentration of online users and the level of the importance of content and navigation available on this conversion page. Attention and concentration are represented by real-time responses, including clicks or taps, movements and scrolls, of online users on Free Analysis as Audit page sections at the conversion stage. A high number of clicks or taps may indicate the availability of attention and concentration through the Free Analysis as Audit page, whereas, a low number of movements may indicate the availability of attention and concentration through the Free Analysis and Audit page. The high percentage of scrolls may indicate the availability of attention and concentration through the Home page at the conversion stage.

2.7.5 Proposed Theoretical Model

This section proposes a new theoretical model to support Research Question 2. The theoretical model illustrates the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website using real-time response data of online users through Heat Maps.

Figure 2.2 shows aspects of the Flow Theory, including attention and concentration associated with both Visitor Acquisition and Online User Behaviour that subsequently impact Conversion Rate Optimisation. The current study investigates whether there is a positive relationship between Website Features Quality and Visitor Acquisition and Online User Behaviour. It also considers whether Website Features Quality improves Conversion Rate Optimisation of the Lead Generation website in terms of Flow Theory.

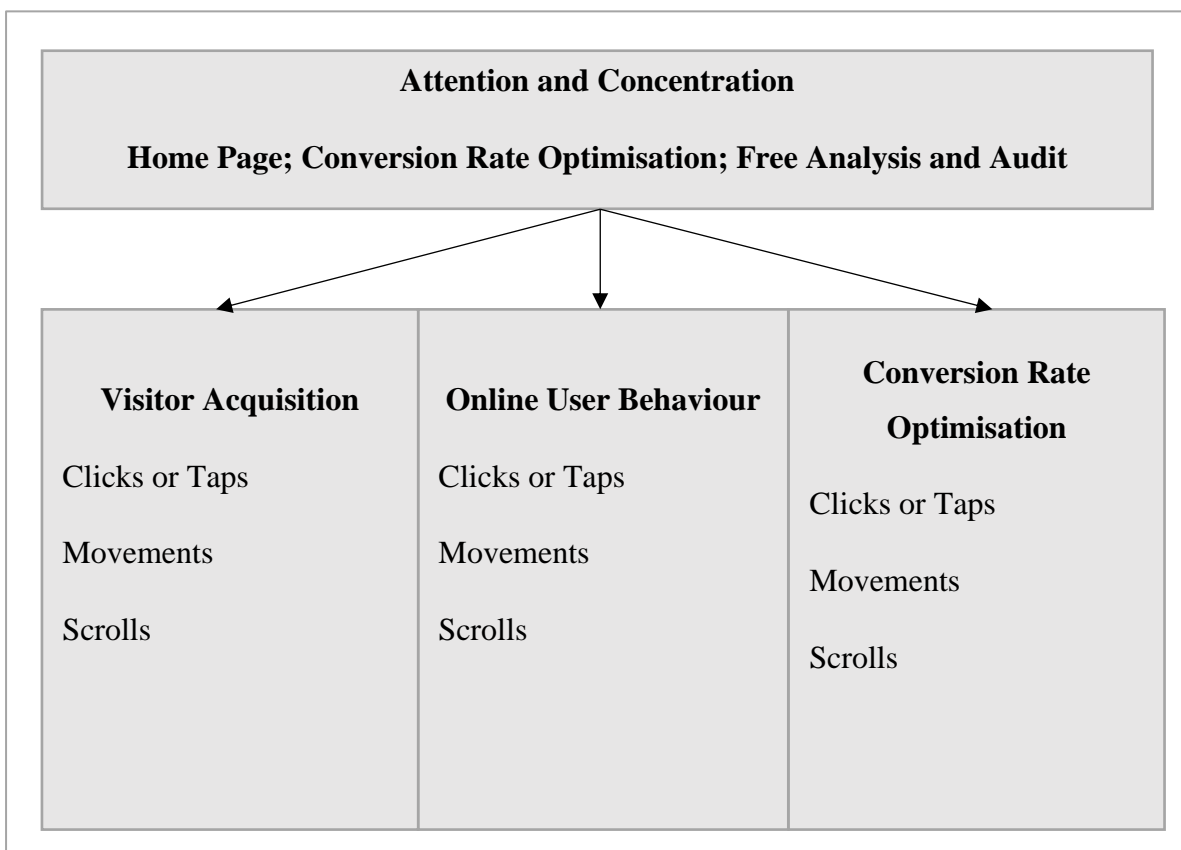
In developing this theoretical model, the current study assumes that:

1) The highest number of clicks or taps may indicate the greater attention and concentration through the Conversion Funnel stages. The better the performance of Website Features Quality, the fewer fixations or concentrations and processes of information by online users are required on the website interface, including content and navigation (Kotval and Goldberg 1998).

2) The lowest number of movements may indicate the most attention and concentration through the behaviour stage. The better Website Features Quality means that fewer searches or browses by online users are required (Kotval and Goldberg 1998).

3) The highest percentage of scrolls may indicate greater attention and concentration through the conversion stage.

Figure 2.2: Proposed Flow Theory theoretical model of relationships between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website.



Source: Figure 2.2 adapted for this study from (Csikzentimihalyi 1975)

Figure 2.2 proposes relationships between attention and concentration across three pages: The Home page, Conversion Rate Optimisation page, and the Free Analysis and Free Audit page; and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. In the acquisition stage, represented by Visitor Acquisition, attention and

concentration can be examined in terms of clicks or taps, movements and scrolls. The behaviour stage represented by Online User Behaviour, the attention and concentration can be examined in terms of clicks or taps, movements and scrolls. In the conversion stage, represented by Conversion Rate Optimisation, attention and concentration can be examined in terms of clicks or taps, movements and scrolls.

Attention and concentration toward the website content, design, service and system are key aspects related to the experience of online users in terms of real-time responses with Website Features Quality through Heat Maps. Figure 3.1 in Chapter 3 presents more detail about Website Features Quality as independent variables and dependent variables through Google Analytics relying on the Technology Acceptance Model. The literature related to attention and concentration is discussed in the following subsections.

2.7.6 Attention

Previous studies have investigated Website Features Quality in terms of attention, depending on the viewpoint of online users. Attention is a subject that has been of interest in research on cognitive Online User Behaviour and psychology (Esteban-Millat et al. 2014). Koufaris (Koufaris 2002) found that the attention and experience of online users can be distracted by online activities, such as chats, emails or messages in the online environment. Lee and Chen (2010) found that attention on website activities was an essential aspect of the Flow Theory.

Previous studies have shown that attention in relation to cognition of online users, and activities, such as email or messages, may distract the cognition of online users on the website (Koufaris 2002; Esteban-Millat et al. 2014). These previous studies showed that most researchers investigated the attention on new technologies from the perspective of online users without focusing on their real-time responses with Website Features Quality. This current study investigates attention toward Website Features Quality through the stages of the Conversion Funnel: the acquisition stage; the behaviour stage; and the conversion stage. These real-time responses are in terms of clicks or taps, movements and scrolls, on the Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page. Sections 3.8.1.1; 3.8.1.2; and 3.8.1.3 presented explanation and information about clicks or taps, movements and scrolls. LIFT is a framework to improve Conversion Rate Optimisation in section 3.5.2 that used to investigate the attention toward the website Quality through Heat Maps.

Successful attention may be determined in terms of the real-time responses of online users on the website pages, including clicks or taps, movements and scrolls through three devices: desktops, tablets and mobile phones. Icons, links or functions that obtain the highest number of real-time responses of clicks or taps and lead to an advance search, browse or conversion on the website indicate the success of these icons, links or functions in drawing the attention of online users toward the target goal.

The page parts on the website that obtain the lowest number of movements of online users through steps of search, browse or conversion indicate the success of these page parts to sustain the attention of online users toward the most useful information and services. The page sections on the website that obtain the highest number of online users and pixels and the highest percentage of visitors and scrolls indicate the success of these page sections to draw the attention of online users toward the target goal. These page sections are more likely to contribute to the high quality of website features in terms of search, browse and conversion by online users on the website in terms of attractiveness, engagement and conversion.

2.7.7 Concentration

Previous studies have investigated Website Features Quality in terms of concentration, depending on the viewpoint of online users. Concentration in online activity is one of the most important aspects of Flow Theory (Lee and Chen 2010). Concentration determines the ability of online users to distinguish between the usefulness and non-usefulness of information (Esteban-Millat et al. 2014). It refers to the level of concentration of online users that makes them unconscious of any activities except their online experience (Liu et al. 2009).

Previous studies have investigated concentration in relation to useful and impressive information, such as sophisticated content (Liu et al. 2009; Esteban-Millat et al. 2014). These previous studies showed that most researchers investigate the concentration on new technologies from the perspective of online users without focusing on the real-time responses of online users on Website Features Quality. This current study will investigate concentration toward Website Features Quality through stages of the Conversion Funnel. These real-time responses are in terms of clicks or taps, movements and scrolls, on the Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page. Sections 3.8.1.1; 3.8.1.2; and 3.8.1.3 present more explanation and information about clicks or taps, movements and scrolls. LIFT is a framework to improve Conversion Rate

Optimisation in section 3.5.2 that used to investigate the attention toward the website Quality through Heat Maps.

Successful concentration is determined in terms of the real-time responses of online users with the website pages, including clicks or taps, movements and scrolls through three devices, including desktops, tablets and mobile phones. The icons, links or functions that obtain the highest number of real-time responses of clicks or taps and lead to an advance search, browse or conversion on the website indicate the success of these icons, links or functions in raising the concentration of online users toward the target goal. The page parts on the website that obtain the lowest number of movements of online users through steps of search, browse or conversion indicate the success of these page parts in maintaining concentration. This provides useful information and services that can potentially be used to raise the concentration of online users. The page sections on the website that obtain the highest number of online users and pixels and the highest percentage of visitors and scrolls indicate the success of these page sections to raise the concentration of online users toward the target goal.

2.8 Theory of Planned Behaviour

The Theory of Planned Behaviour has been extensively applied in different fields to gain a better understanding of the behaviour of online users. The Theory of Planned Behaviour was developed by the social psychologist Ajzen between 1985 and 1991 (Ajzen 1991). It was built from Ajzen's Theory of Reasoned Action (Ajzen 1991) and was used first in the marketing discipline. The Theory of Planned Behaviour consists of three aspects: personal attitude, subjective norms and behavioural control (Ajzen 1991), and it assumes that these three aspects can be used as accurate predictors of the attitude to use, and the intention to perform Behaviour, as well as actual use (Fishbein & Ajzen 1976; Ajzen 1991).

The Theory of Planned Behaviour refers to the attitudes, subjective norms and behavioural control of online users, and has previously been successfully applied in the online environment (Yousafzai et al. 2010). Yousafzai et al. (2010) found that the Theory of Planned Behaviour was more useful than the Theory of Reasoned Action but less important than the Technology Acceptance Model in the e-banking service environment. However, the Theory of Planned Behaviour has been selected for this current study to investigate the attitudes, behaviours and responses of online users at the three Conversion Funnel Stages of the Lead Generation website. The reason for this choice of the Theory of

Planned Behaviour in the current study is that there is a lack of application of this theory in the Lead Generation website.

Table 2.3 presents studies that applied the Theory of Planned Behaviour related to Website Features Quality, Visitor Acquisition, Online Use Behaviour and Conversion Rate Optimisation in different online environments. Table 2.3 provides a summary of the studies investigating Website Features Quality and online user attitude, behaviours and responses. Most of these studies focused on the relationship between attitudes or subjective norms and the behaviours of online users, with limited focus on their attitudes, behaviours and responses in the Conversion Funnel stages. The following table demonstrates previous studies that applied the Theory of Planned Behaviour in different contexts and environments. It also shows the factors that were used to examine personal attitude, subjective norms and behavioural control.

Table 2.3: Summary of studies on the Theory of Planned Behaviour.

No.	Author (s) and Year	Conversion Funnel Stage	Website Features	Environment	User Responses Measured
1	(Koufaris 2002)	Conversion Stage	Product; Involvement; Website Skills; Value-Added Search Mechanisms; and Challenges	E-Commerce	Unplanned Purchase
2	(George 2004)	Behaviour Stage	Privacy, and, Trust	E-Commerce	Buying Behaviour
3	(Song and Zahedi 2005)	Conversion Stage	Promotion; Service; External; Interpersonal Sources; Ease of Use; and Navigation	E-Retailing	Purchase Intention

			Purchase Facilitation		
4	(Pavlou and Fygenson 2006)	Behaviour Stage	Technological Characteristics; and Product Characteristics	E-Commerce	Behaviour
5	(Lu et al. 2009)	Acquisition Stage and Behaviour Stage	Not Available	E-Communication	Actual Usage
6	(Jiang 2009)	Acquisition Stage and Behaviour Stage	Mobile Services; Fixed Internet; and Mobile Internet;	E-Mobile	Behaviour
7	(Yousafzai et al. 2010)	Acquisition Stage and Behaviour Stage	Privacy; Security; and Trust	E-Banking	Actual Behaviour
8	(Lin 2010)	Conversion Stage	Not Available	E-Recruitment	Intention to Use
9	(Lee and Chen 2010)	Behaviour Stage	Not Available	E-Commerce	Purchase Behaviour
10	(Chen and Tung 2014)	Acquisition Stage	Not Available	Hospitality	Intention to Visit

Table 2.3 provides a summary of the studies investigating Website Features Quality and online user attitude, behaviour and responses. These studies are discussed in the following sections. Limited studies in the extant literature have focused on 1) online user real-time perceptions; 2) the three stages in the Conversion Funnel; 3) the Lead Generation website; and 4) different website pages.

2.8.1 Studies that Investigate Online User Responses to Website Features Quality

Studies investigating Website Features Quality in the online environment have analysed online user perceptions in terms of their attitudes, intentions and behaviour with limited focus on real-time perceptions, including search, motivation, browse, friction, incentive and anxiety. Factors such as product, involvement, website skills, trust, challenges, use of value-added search mechanisms, privacy, trust, download delay, website navigability, information protection, customer skills, time and monetary resources, product diagnosticity and product value (Koufaris 2002; George 2004; Pavlou and Fygenon 2006) have been investigated in these studies. Other factors, such as promotion, service, external interpersonal sources, ease of use and navigation and purchase facilitation, were also examined (Song and Zahedi 2005).

Another group of factors, including quality perceptions of mobile services, the perceived value of mobile services, quality perceptions of fixed internet, beliefs about, mobile internet, willingness to pay for mobile internet, current expense on mobile services, intention to adopt mobile internet, actual usage of mobile internet, were researched by (Jiang 2009). Yousafzai et al. (2010) investigated factors, including privacy, security and trust. The focus of this study was specifically on these factors of privacy, security and trust related to the Theory of Planned Behaviour and their relationship with Internet banking services. Trust was found to be an essential factor between online users and Internet banking services, but the study did not extend to studying other factors related to these services in the banking environment (Yousafzai et al. 2010).

Limited studies have investigated search, motivation, browse, friction, incentive and anxiety, although Song and Zahedi (Song and Zahedi 2005) further investigated Website Feature Quality in terms of promotion, service, external interpersonal sources, ease of use and navigation and purchase facilitation. To fill the gap in the literature review, this current study investigates the Theory of Planned Behaviour in terms of search and motivation factors at the acquisition stage; browse and friction factors at the Behaviour stage; and incentive and anxiety factors at the conversion stage.

Therefore, the current study will fill this gap through the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website to investigate these factors at the three stages of the Conversion Funnel on the Lead Generation website.

2.8.2 Studies that Investigate Website Features Quality at Different Stages in the Conversion Funnel

Studies investigating Website Features Quality in the online environment have focused on only one stage in the Conversion Funnel, for example (Koufaris 2002; George 2004; Song and Zahedi 2005; Pavlou and Fygenon 2006; Lee and Chen 2010; Chen and Tung 2014), whereas others have focused on two stages in the Conversion Funnel, for example (Jiang 2009; Lu et al. 2009; Yousafzai et al. 2010). Limited studies included an overview of the three stages in the Conversion Funnel, including acquisition, behaviour and conversion.

One study by Song and Zahedi (2005) focused mainly on the behaviour stage and indicated that online user behaviours and responses are impacted by online users intention to use the website, intention to behave and actual Behaviour in terms of purchases. A further study by Pavlou and Fygenon (2006) showed that personal attitude, subjective norms and Behavioural control are related to obtaining information and purchasing goods or services and that one behaviour can impact another (Pavlou and Fygenon 2006). A follow-up study showed that attitudes have a significant impact on the use of the website if the website is built with a friendly design and easy to use navigation (Lin 2010).

Most of these studies focus on the behaviour stage with a limited investigation of the relationship between online user responses in the three Conversion Funnel stages. Koufaris (2002) used only the behaviour stage, including unplanned purchases and intention to return; George 2004; Pavlou and Fygenon (2006) used only the behaviour stage, including intention and behaviour; Song and Zahedi (2005) used only the behaviour stage, investigating purchase intention; Lu et al. (2009) also focused on the behaviour stage by investigating behavioural intention and actual behaviour; Jiang (2009) investigated behaviour using three foci, including attitude towards use, behavioural intention and actual behaviour; Yousafzai et al. (2010) also examined the behaviour stage, including behavioural intention and actual behaviour; Lin (2010) used one stage, focusing on intention to use; and Chen and Tung (2014) focused on the behaviour stage, including the intention to purchase and purchasing behaviour. These studies contribute to the knowledge of the impact of Website Features Quality on Online User Behaviour and responses, but there is limited evidence of how online users behave or respond across all three of the funnel stages.

Therefore, the current study will focus on all three stages of the Conversion Funnel, including acquisition, behaviour and conversion. Therefore, the current study will fill this gap through the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including

(i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website to investigate these factors at the three stages of the Conversion Funnel on the Lead Generation website.

2.8.3 Studies that Investigate Website Features Quality in Different Websites

Studies investigating Website Features Quality in the online environment focused on environments including e-banking, e-commerce, e-communication, e-financial, hospitality, e-learning, e-mobile, e-recruitment, e-retailing and e-shopping. Table 2.3 provides a summary of these studies indicating the environment of focus, such as e-commerce (Koufaris 2002; George 2004; Pavlou and Fygenon 2006; Lee and Chen 2010); e-retailing (Song and Zahedi 2005); e-communication (Lu et al. 2009); e-mobile (Jiang 2009); e-banking (Yousafzai et al. 2010); e-recruitment (Lin 2010); and hospitality (Chen and Tung 2014). These studies contribute to the body of knowledge in Online User Behaviour but do not show how online users behave and respond through the three Conversion Funnel stages. Rather these studies include factors that relate to a specific environment with a limited focus on factors that could impact the Lead Generation website.

Previous studies investigated the impact of Website Features Quality on online user responses and behaviours focus on different online environments, but with a limited focus within the Lead Generation website. It is important to investigate the preferences of online users of the Lead Generation website because there is currently little research with a focus on this environment in the literature reviewed. In the Lead Generation website, the processes of Visitor Acquisition, the responses of Online User Behaviour and Conversion Rate Optimisation are not as clear compared to other environments, such as the e-commerce environment.

This current study will use identified factors, including search, motivation, browse, friction, incentive and anxiety, to develop a better understanding of how online users are thinking at each stage of the Conversion Funnel. The factors will also be used to enhance understanding of which Website Features Quality of the Lead Generation website encourage visitors to land on the website, to engage more on its pages and to convert more online users into customers. A search for these factors has been conducted in the academic database, but the search showed no study that has used these factors.

Other factors, such as technological characteristics, including download delay, website navigability, information protection, consumer skills and time and monetary resources; and product characteristics, including product diagnosticity and product value, have been

researched in relation to the Theory of Planned Behaviour in the e-commerce environment (Pavlou and Fygenon 2006). However, even in this environment, there is no study that has researched the factors of search, motivation, browse, friction, incentive and anxiety. This current study assumes that the Website Features Quality can be better understood by investigating the perceptions of online users at the stages of the Conversion Funnel of the Lead Generation website. Definitions of these factors are provided here.

Search factors, including Word of Mouth, Google Engine, Comparing Websites and Social Media; and *motivation factors*, including Advertisements, Google Search, Google Review and Referral at the acquisition stage.

Browse factors, including Services or Tests, Teams or Specialists, Sufficient Information or Details and Products or Techniques; and *friction factors*, including Reputation or Rank, Price or Cost and Value or Results at the Behaviour stage.

Incentive factors, including Interaction, Recommendations and Trust; and *anxiety factors*, including Navigation: Not Well-Designed, Content: Insufficient Information and Details and Experience: Unknown Case at the conversion stage.

It is important to understand the perceptions of online users in the conversion stages of the funnel because there is a lack of knowledge available related to the Lead Generation website about this from previous studies. It is also important to look at the perceptions of online users in relation to different website factors, including search, motivation, browse, friction, incentive and anxiety, to better understand the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through the Conversion Funnel. This study will fill this gap and also contribute to the knowledge of the Lead Generation website.

2.8.4 Studies that Investigate Website Features Quality on Different Website Stages

Most previous studies have investigated Website Features Quality at different stages of the Conversion Funnel. Some studies used only one stage to investigate Website Features Quality, such as product, involvement and website skills and challenges (Koufaris 2002) at the Conversion stage; privacy and trust (George 2004) at the behaviour stage; promotion, service, external interpersonal sources, ease of use and navigation and purchase facilitation (Song and Zahedi 2005) at the conversion stage; technological characteristics and product characteristics (Pavlou and Fygenon 2006) at the behaviour stage

However, some other studies used two stages to investigate Website Features Quality, such as quality perceptions of mobile services, the perceived value of mobile services,

quality perceptions of fixed internet, beliefs about, mobile internet, willingness to pay for mobile internet, current expense on mobile services, intention to adopt mobile internet and actual usage of mobile internet (Jiang 2009) at the acquisition stage and the behaviour stage; privacy, security and trust (Yousafzai et al. 2010) at the acquisition stage and the behaviour stage; and satisfaction, price sensitivity, word-of-mouth, intention to repurchase, the propensity to change banks, propensity to complain satisfaction, price sensitivity, word-of-mouth, intention to repurchase, the propensity to change banks and propensity to complain (Proenca and Antonia Rodrigues 2011).

However, limited study has investigated Website Features Quality at the three Conversion Funnel stages simultaneously. The current study researches one case study website across three stages: acquisition, behaviour and conversion, through the Conversion Funnel. The study researches the preferences of online users related to Website Features Quality. These preferences include elements of search and motivation, at the acquisition stage; elements of browse and friction at the Behaviour stage: and, elements of incentive and anxiety at the conversion stage. The current study will investigate the perceptions of online users at the stages of the Conversion Funnel and makes the following assumptions:

The personal attitude of visitors and online users at the acquisition stage of the website is a key motivation for preferences of online users related to Website Features Quality that is exhibited through the Conversion Funnel. Personal attitude can be measured in terms of search factors and motivation factors on the website of the Lead Generation.

The subject norms of visitors and online users at the behaviour stage of the website are a second key motivator of preferences of online users related to Website Features Quality that is exhibited through the Conversion Funnel. The subject norms can be measured in terms of browse factors and friction factors on the website of the Lead Generation website.

The Behaviour control of visitors and online users at the conversion stage of the website is the third key motivator of preferences of online users related to Website Features Quality that is exhibited through the Conversion Funnel. Behaviour control can be measured in terms of incentive factors and anxiety factors on the website of the Lead Generation website.

Preferred website features of online users related to search and motivation at the acquisition stage reveal their personal attitude to search for the website and land on it. The preferred website features related to browsing and friction by online users at the behaviour stage reveal subject norms to browse on the website and intent to convert into customers. The preferred website features related to incentive and anxiety by online users at the

conversion stage reveal their level of behaviour control over whether to convert or not into customers on the website.

The understanding of the preferences of online users related to Website Features Quality at the acquisition, behaviour stage and conversion stages through the Conversion Funnel can help website specialists in developing, enhancing and improving Website Features Quality. Such development, enhancement and improvement may direct visitors and online users to be more aware of the general information and visit the website; engage visitors and online users to be more considered the specific information and details and intend to convert into customers; and encourage visitors and online users to be more willing to convert into customers in terms of trying trials or tests.

The current study utilises preferences of online users related to Website Features Quality, including elements of search, motivation, browse, friction, incentive and anxiety, to develop a better understanding of the relationship between Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Therefore, the current study suggests the following Research Question 3: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including (i) acquisition, (ii) behaviour and (iii) conversion of the Lead Generation website to investigate these factors at the three stages of the Conversion Funnel on the Lead Generation website.

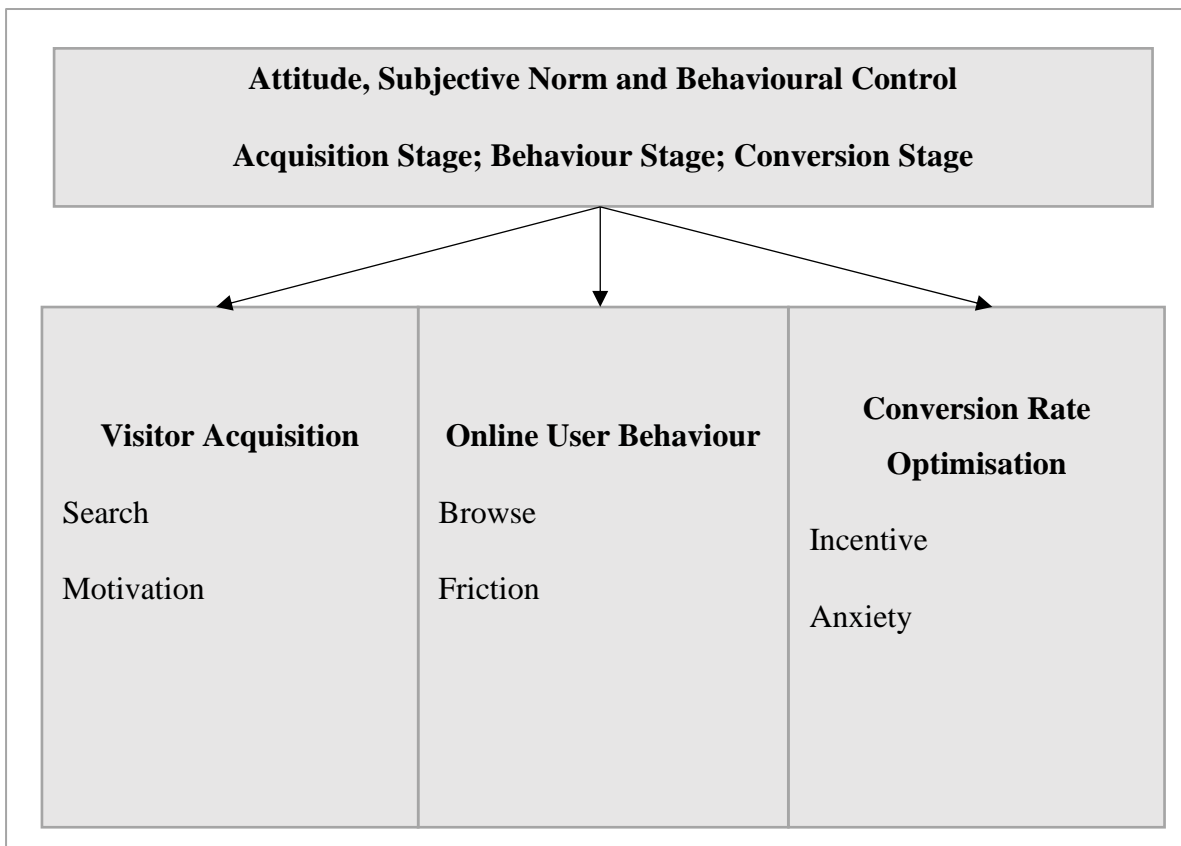
2.8.5 Proposed Theoretical Model

This section proposes a new theoretical model to support Research Question 3 of the current study. This theoretical model illustrates the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. The relationship is investigated through data providing evidence of perceptions of online users at stages of the Conversion Funnel represented by the online survey.

Figure 2.3 shows the proposed theoretical model that is based on the Theory of Planned Behaviour, including personal attitude, subjective norms and Behaviour control, that are associated with both Visitor Acquisition and Online User Behaviour to impact Conversion Rate Optimisation. The current study will investigate whether there is a positive relationship between Website Features Quality and Visitor Acquisition and Online User Behaviour and whether Website Features Quality improves Conversion Rate Optimisation of the Lead Generation website.

Therefore, this current study researches the preferences of online users related to Website Features Quality at the acquisition, behaviour and conversion stages. These preferences have been collected from online users of a case study informative website of the Lead Generation through an online survey. Firstly, at the acquisition stage, it will examine search factors, including Word of Mouth, Google Engine, Comparing Websites and Social Media; and motivation factors, including Advertisements, Google Search, Google Review and Referral. Secondly, at the behaviour stage, it will examine browse factors, including Services or Tests, Teams or Specialists, Sufficient Information or Details and Products or Techniques; and friction factors, including Reputation or Rank, Price or Cost and Value or Results. Lastly, at the conversion stage, it will examine incentive factors, including Interaction, Recommendations and Trust; and anxiety factors, including Navigation: Not Well-Designed, Content: Insufficient Information and Details and Experience: Unknown Case.

Figure 2.3: Proposed theoretical model of relationships between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Lead Generation website.



Source: Figure 2.3 Adapted for this study based on (Fishbein 1979; Ajzen 1991).

Figure 3 proposes relationships between the three stages of the Conversion Funnel, including the acquisition stage represented by Visitor Acquisition; the behaviour stage represented by Online User Behaviour; and the conversion stage represented by Conversion Rate Optimisation. At the acquisition stage, Visitor Acquisition (personal attitude) will be examined in terms of search factors and motivation factors. At the Behaviour stage, Online User Behaviour (subjective norms) will be examined in terms of browse factors and friction factors. At the conversion stage, Conversion Rate Optimisation (behavioural control) will be examined in terms of incentive factors and anxiety factors.

Figure 3.1 in Chapter 3 presents more detail about Website Features Quality as independent variables and dependent variables through the Conversion Funnel represented by the online survey relying on the Planned Behaviour Theory. The literature related to personal attitude, subjective norms and behavioural control is discussed in the following subsections.

2.8.6 Personal Attitude at the Acquisition Stage

Previous studies investigated the personal attitude of online users toward the use of new technologies from the perspective of online users without focusing on all stages related to Website Features Quality. Personal attitude has been defined as an evaluation of the behavioural performance of online users (Fishbein and Ajzen 1976). Personal attitude impacts attention toward visiting the website, including Visitor Acquisition; behavioural intention to engage on the website, including Online User Behaviour; and actual Behaviour, including Conversion Rate Optimisation or the final action to purchase on the website (Lu et al. 2009). For example, favourable personal attitude encourages online users to obtain website information or purchase goods or services (Pavlou and Fygenon 2006). The current study investigates whether there is a positive relationship between the personal attitude of online users and its Acquisition or Online Behaviour and whether it improves Conversion Rate Optimisation.

Previous studies have shown that personal attitude is related to favourable personal attitude and behavioural performance of online users to obtain information through the website (Fishbein and Ajzen 1976; Lu et al. 2009). The majority of previous studies investigated the personal attitude of online users toward the use of new technologies from the perspective of online users without focusing on all stages related to Website Features Quality. This current study investigates the personal attitude of online users in terms of search elements and motivation elements that are related to Website Features Quality through the Conversion

Funnel. It will investigate the personal attitude of online users related to Website Features Quality through the stage of the acquisition in terms of search factors, including Word of Mouth, Google Engine, Comparing Websites and Social Media; and motivation factors, including Advertisements, Google Search, Google Review and Referral at the acquisition stage. These factors of search and motivation have not been used in previous research found in the literature review. MECLABS is a Conversion Rate Optimisation framework in section 3.5.2 that used to investigate the personal attitude of online users towards Website Features Quality through the conversion funnel.

The personal attitude of online users is determined through their search for a website and their motivation to visit it. Search elements of Word of Mouth, Google engine, comparing websites and social media have an impact on the personal attitude of the online users when these elements are available in the online environment related to the website. If this impact is positive, then the willingness of online users to search for the website is raised and vice versa. Motivation elements of advertisements, Google search, Google review and referral have an impact on the personal attitude of the online users when these elements are available in the online environment related to the website. If this impact is positive, then the willingness of online users to land on the website is also raised and vice versa.

2.8.7 Subjective Norms at the Behaviour Stage

Previous studies have investigated the subjective norms of online users toward the use of new technologies from the perspective of online users without focusing on all stages related to Website Features Quality. Subjective norms are defined as those perceptions of online users that are necessary preferences for other subsequent online users as they impact their online behaviour and conversion (Lu et al. 2009). They have been used to study how the perceptions of online users impact on the experience of other subsequent users regarding intention and Behaviour (Pavlou and Fygenson 2006). These ‘others’ may include family members, friends, colleagues, and online reviewers (Chen and Tung 2014).

Subjective norm beliefs include preference and internal personal motivation of online users towards a website (Ajzen 1991). Internal personal motivation has been shown to have an impact on intention to use and is represented by Online User Behaviour and Conversion Rate Optimisation, including the final action or purchase (Lin 2010). The current study investigates whether there is a positive relationship between the subjective norms of online users and Acquisition or Online Behaviour and whether they improve Conversion Rate Optimisation.

Previous studies have shown that subjective norms in the form of perceptions of others, including family members, friends, colleagues, and online reviewers, impact on own perceptions of online users to encourage them to perform their own behaviour on the website (Pavlou and Fyngenson 2006; Lu et al. 2009; Chen and Tung 2014). In these previous studies, most researchers investigated the subjective norms toward the use of new technologies from the perspective of online users without focusing on the behaviour stage related to Website Features Quality.

This current study investigates the subjective norms of online users in terms of browse elements and friction elements that are related to Website Features Quality through the Conversion Funnel. It investigates the subjective norms of online users related to Website Features Quality through the Behaviour stage in terms of browse factors, including Services or Tests, Teams or Specialists, Sufficient Information or Details and Products or Techniques; and friction factors, including Reputation or Rank, Price or Cost and Value or Results at the behaviour stage. These factors of browse and friction have not been used in previous research included in this literature review. MECLABS is a Conversion Rate Optimisation framework in section 3.5.2 that used to investigate the subjective norms of online users towards Website Features Quality through the conversion funnel.

The metric for the subjective norms of online users is determined through browse on the website and friction to engage more on its pages. Browse elements, including services or tests, teams or specialists, sufficient information or details and products or techniques, have an impact on the subjective norms of the online users when these elements are available on the website. If this impact is positive, then the likelihood is that online users will browse more on the website increases and vice versa. Friction elements of reputation or rank, price or cost and value or results have an impact on the subjective norm of the online users when these elements are available on the website. If this impact is positive, then it is likely that online users will engage more on the website and vice versa.

2.8.8 Behavioural Control at the Conversion Stage

Previous studies investigated the behavioural control of online users toward the use of the new technologies from the perspective of online users without focusing on all stages related to Website Features Quality. Behavioural control is defined as the perceptions of online users as to whether they have the capability, resources and sense of control to perform the behaviour (Lu et al. 2009). Control beliefs include opportunities and challenges to perform, intention to perform the behaviour, and actual use (Ajzen 1991). Some common

factors control Online User Behaviour, including cultural, demographic, economic, personal, psychological, and social factors (Constantinides 2004).

Behavioural control plays an essential role in the explanation of Visitor Acquisition and Online User Behaviour by providing factors behind performing or not performing the acquisition or behaviour in the online environment (Pavlou and Fygenson 2006). Self-efficacy indicates online users who can do all they were capable of, and has been shown to impact on Online User Behaviour, including behaviour control (Lin 2010) which is also impacted by external factors outside online user control, such as money and time (Chen and Tung 2014). For example, the high price of products or services may put more stress on online users leading to fewer purchases and conversions (McDowell et al. 2016).

Previous studies have shown that behavioural control in relation to capability, challenges, culture, demographics, economy, personality, psychology, opportunities, and resources impact on the sense of control to perform the behaviour (Ajzen 1991; Constantinides 2004; Lu et al. 2009). These previous studies investigated the behavioural control of online users toward the use of the new technologies from the perspective of online users, without focusing on the conversion stage related to Website Features Quality. This current study investigates the behavioural control of online users in terms of incentive elements and anxiety elements that are related to Website Features Quality through the Conversion Funnel.

This study will investigate the behavioural control of online users related to Website Features Quality through the stage of the conversion in terms of incentive factors. The incentive elements at the conversion stage of the funnel are determined in terms of the interaction, recommendations and trust that are preferred by online users. The anxiety elements at the conversion stage of the funnel are determined in terms of the navigation elements, including ill-designed content, insufficient information, details and experience. These factors of incentive and anxiety have not been used in previous research in the literature review. MECLABS is a Conversion Rate Optimisation framework in section 3.5.2 that used to investigate the behavioural control of online users towards Website Features Quality through the conversion funnel.

Indicators of the behavioural control of online users provide the incentive to convert into customers or anxiety to not convert into customers on the website. Incentive elements of interaction, recommendations and trust have an impact on the behavioural control of the online users when these elements are available on the website. If this impact is positive, then the desire of the online users to convert into customers on the website rises and vice versa.

Anxiety elements of navigation have an impact on the behavioural control of online users when these elements are not available on the website. If this impact is positive, then the desire of the online users to convert into customers on the website decreases and vice versa. The current study investigates whether there is a positive relationship between the behavioural control of online users and its Acquisition or Online Behaviour and whether it improves Conversion Rate Optimisation.

2.9 Summary

Chapter two explored and discussed the literature on key topics of Website Features Quality, Visitor Acquisition, Online Users Behaviour and Conversion Rate Optimisation included in the current study. This knowledge was used to study the relationship between and impact of these three topics. This chapter also discussed the theories of the Technology Acceptance Model, Flow Theory, and the Theory of Planned Behaviour related to Website Features Quality in the current study. These theories were used to study the relationship between Website Features Quality and both Visitor Acquisition and Online Users Behaviour and their impact on Conversion Rate Optimisation. Theoretical models were then developed for each Research Question articulated in Chapter 1 to guide the research design. The next chapter will discuss the methodology and research design of the current study in greater detail.

3. CHAPTER THREE: METHODOLOGY

3.1 Introduction

Chapter three discusses the research methodology and also the methods that were used to collect and analyse the data in this study. The chapter starts with the methodology and establishes the reasons for choosing the Conversion Kings website as a case study. It also presents the theoretical model for the current study. This chapter then defines, discusses and explores the website tools of Google Analytics, Heat Maps, and the Conversion Funnel measured via online surveys, that were used to collect the data. These tools were used to collect the data on the relationship between Website Features Quality and Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Finally, the chapter describes the statistical tests, including frequency, mode, chi-square, univariate and multinomial logistic regression that were used to analyse the collected data.

3.2 Study Philosophy and Case

There are four main philosophies in social science: pragmatism, positivism, realism and interpretivism (Dudovskiy 2017). Positivism is one of the most applied in the field of social sciences research. It has been reported as being first used by Comte (1798 – 1857) (Shields 1998; Cohen et al. 2013). Positivism, in the context of social sciences, consists of three primary aspects: human behaviour, knowledge in the form of data and methodology, and its technique(s) (Berthon et al. 2003). Berthon et al. (2003, p. 63) also state that positivism is based on three assertions: “i) general laws govern the behaviour of humans within society; ii) knowledge of human behaviour can only be found on objective observation; and iii) the laws of human behaviour are measurable”. The current study accepts all three of these assertions and relies on positivism as its philosophical guide, because this philosophy can help to understand the behaviour of online users by finding out the causes behind these and measuring what is observed (Dooley 2001).

Positivism is used to frame the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. Data on the visit, engagement and conversion behaviours will be collected through a range of techniques and metrics on a case study Lead Generation website. Analysis of these data will provide the foundation of the development of knowledge about the behaviours of online users at each stage of the Conversion Funnel that can then be utilised to understand the general laws governing this behaviour with the

intent of improving the online business of the Lead Generation website and improving the experience of the online users landing, engaging and converting into customers on the website.

The concept of the case study refers to a research strategy that is used to study “a phenomenon within its real-life context”, and it is a common research strategy in the social sciences fields, including sociology, industrial relations and anthropology (Noor 2008; PressAcademia 2018). The case study consists of several types of approaches, including collective, descriptive, exploratory, intrinsic, instrumental and multiple-case studies (Baxter and Jack 2008). Baxter and Jack (2008) further state that the case study is suitable for studies that involve ‘HOW’ or ‘WHY’ questions. The case study has many benefits in the scientific field (Noor 2008). These benefits of the case study approach include: i) obtaining a comprehensive view of the phenomenon; ii) providing a round picture of the phenomenon; and iii) generalising the phenomenon by “using multiple cases that can lead to some form of replication” (Noor 2008, p. 1603).

The case study approach has been used in a number of studies that investigate Website Features Quality and Conversion Rate Optimisation and have led to significant findings. A case study-based research by Miikkulainen et al. (2017, p. 1193) found that applying Sentient Ascend, which is “an automatic Conversion Rate Optimisation system that uses evolutionary optimisation to create effective Website Features Quality”, seems to increase Conversion Rate Optimisation. The relationships among Website Features Quality, Online User Behaviour and Conversion Rate Optimisation were tested as a case study (Soonsawad 2013).

Similarly, a case study research approach was carried out to understand Website Features Quality and their impact on Conversion Rate Optimisation (Najafi 2014). Using this approach Najafi (2014) found that Conversion Rate Optimisation was an important way to establish high-quality website features and to build an optimal experience of online users. Another case study found that the suggested novel approach of Gamification theory using game design and mechanism in non-game contexts, significantly improved Conversion Rate Optimisation (Stavljanin et al. 2014). Sohnchen and Albers (2010) suggest that further case studies are required to develop, enhance and improve knowledge about the relationship between Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

The current study case study will be conducted with the Lead Generation website case, being the Conversion Kings website, to study the relationship between the Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact

on Conversion Rate Optimisation of the Lead Generation website. Details of the specific case are provided in section 1.4 following a discussion of Lead Generation websites.

3.3 Lead Generation Website

Lead Generation is a "practice of generating leads for companies" and organisations (Lehtinen 2020, p. 7). It refers to the process of triggering interest in website goods and services to lead visitors through the website funnel (Corporation 2020). The Lead Generation, therefore, comprises those individuals who may be good prospects for engaging with company or organisation goods or services (Morey and McCann 1983). The practices that the Lead Generation may be involved in include: signing up for a newsletter; signing up for a webinar, or submitting a sales enquiry (Lehtinen 2020). Lehtinen (2020) indicates that the main challenges for growing the Lead Generation on a website are content quality and design quality. The best Lead Generation can be achieved through the availability of usefulness and usability on a website (Rothman 2014).

A Lead Generation website is a platform that can educate website traffic on the goods and services of the environment in which the website is located (Molloy 2019). It is, therefore, a website that is specifically aimed at developing online Lead Generation users and it also refers to a platform that provides both qualitative and quantitative information on online users to website marketers. Potential online Lead Generation users can then be identified and targeted. Many techniques are used to engage this Lead Generation in a website, including blogs; downloadable content; Search Engine Optimisation; and social media (Corporation 2020). There is a significant difference between standard-commerce websites and emerging Lead Generation websites (Lehtinen 2020).

For example, on a traditional e-commerce website, the reviews of returning online users are available and can be used by new online users for their benefit. However, on the Lead Generation website, endorsements, social communication, and testimonials are designed to be more accessible and helpful for both returning online users and new online users in terms of enhancing the conversion of online users into customers. The current study specifically focusses on a Lead Generation website as the case study to investigate the difference between the impact of Website Features Quality on both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The Lead Generation website case, the Conversion Kings website is described in the next section.

3.4 Conversion Kings Agency

The case study for this thesis is the Conversion Kings agency in Brisbane, Queensland, Australia. The Conversion Kings agency has two other branches in Melbourne and Sydney that are not included in the case study. The agency was established in 2014 to offer services related to Website Features Quality, including, Website Content Quality, Website Design Quality, Website System Quality and Website Service Quality. The services provided by the agency consist of information systems that promote Conversion Rate Optimisation, and digital marketing, to enhance user experience. Conversion Kings works to develop, enhance and improve different types of applications and websites, including e-commerce and e-publishing as well as other Lead Generation websites (ConversionKings 2019).

Conversion Kings has experience working with different industries, such as clothing and fashion, charity, education, financial services, food and beverage, human resources, media and classifieds, research, trade services and retail travel. The agency uses a variety of modern technologies and software to develop, enhance and improve Website Features Quality, to understand both Visitor Acquisition and Online User Behaviour and to increase Conversion Rate Optimisation. These technologies and software include 'AB Tasty', 'Evolv AI', 'Full Story', 'Google Analytics', 'Google Optimise 360', 'Google Optimise', 'Hotjar', 'Monetate', 'Optimisely', 'Target or Adobe I/O', 'Tech Selector', 'SiteSpect', 'Visual Website Optimiser' (ConversionKings 2019).

There are several reasons why Conversion Kings was selected as the case on which to conduct the current study. Firstly, Conversion Kings is an agency that works in the field of Conversion Rate Optimisation, which is an emerging discipline in business and management fields. Significantly, Conversion Kings was able to provide the data required to complete this current research on the relationship between Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation from their Lead Generation website.

In regard to the collection of data, Conversion Kings uses modern technologies and software such as Google Analytics and Hotjar to collect quantitative data, in addition to online platforms that enable the collection of quantitative data through online surveys. Being an agency with a specific interest in information systems, Conversion Rate Optimisation, digital marketing, website quality and User Experience, which are the core subjects of this current study, Conversion Kings manages a Lead Generation website, which analyses data

on the way companies or organisations use websites or applications to attract visitors and provide information to online users through the website pages (LeadBoxer 2020).

Finally, Conversion Kings also has a pure channel, which is the website, dedicated to communicating and connecting with their online users. Conversion Kings uses three Conversion Rate Optimisation frameworks to establish high-quality website features for their clients. Details of these three Frameworks from the Lead Generation website of Conversion Kings are provided in the next section.

3.5 Practical Conversion Rate Optimisation Frameworks

Previous research has used novel approaches to study the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation on different websites. The first novel approach is the Gamification model, which is used to improve courses of the e-learning website by examining Website Features Quality (Stavljanin et al. 2014). Stavljanin et al. (2014) found that this novel approach can elevate the Conversion Rate Optimisation significantly by downloading more content. To evaluate the interaction of online users with Website Features Quality, (Miikkulainen et al. 2017) applied a new approach called Sentient Ascend system on an e-media website. Miikkulainen et al. (2017) explained that this new approach could be used to produce multivariate testing for Conversion Rate Optimisation, which means that Conversion Rate Optimisation can be done through multiple pages of the website at one time rather than a single page at one time.

These novel approaches focused on one level of data collection at an organisational level, which was the panel data of Google Analytics. The current study will build on these novel approaches and will use two levels of data collection at an individual level: on the Conversion Funnel using online surveys; and at an organisational level, using Google Analytics and Heat Maps. Three Conversion Rate Optimisation frameworks were utilised that have not previously been applied or compared in the academic field before used to collect the data. This was possible because Conversion Kings uses these three novel frameworks of Conversion Rate Optimisation for hypothesising outcomes before analysing their collected data. These frameworks of Conversion Rate Optimisation are RELISH, LIFT and MECLABS frameworks (ConversionKings 2019).

3.5.1 RELISH a Conversion Rate Optimisation Framework

RELISH is a Conversion Rate Optimisation framework that studies the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and

Conversion Rate Optimisation through Google Analytics (ConversionKings 2017a). The RELISH Framework is “a powerful way of leading online users to convert into customers” (ConversionKings 2017a). The RELISH framework is offered by the Neuro Power Group in Australia (NeuroPowerGroup 2017) and claims to provide many benefits, including ensuring stakeholders receive the information in a way that acquires and engages them, clarifying needs, expectations and accountabilities, garnering support and agreement from stakeholders and securing resources for projects (Coster 2017).

This framework relies on Google Analytics to evaluate the performance of Website Features Quality and to study the relationship between both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The framework consists of six factors: i) “Relatedness: clarifying the purpose of the communication and the role of the person receiving it”, ii) “Expression: labelling the emotion that exists around the issue being communicated”, iii) “Leading the Pack: being clear about the objective of the communication”, iv) “Interpersonal Connection: empathising, connecting and showing that the client is understanding”, v) “Seeing the Facts: presenting key data, facts, information and milestones”, and vi) “Hopefulness: addressing future implications and outline the next steps” (ConversionKings 2017). This current study relies on the RELISH framework to investigate Website Features Quality through Google Analytics of the Lead Generation website.

3.5.2 LIFT: a Conversion Rate Optimisation Framework

LIFT is a framework to improve Conversion Rate Optimisation on websites. The purpose of LIFT is to find and measure opportunities and challenges within Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through Heat Maps (ConversionKings 2017b). The LIFT framework of Conversion Rate Optimisation is offered by the Wider Funnel Agency in Canada (WiderFunnel 2017). This framework relies on Heat Maps to find and measure opportunities and challenges related to the experience of online users on pages of the website.

The framework consists of six conversion factors: i) Value Proposition, which “is the most important of the six conversion factors as it has the largest potential impact on the Conversion Rate Optimisation”, ii) Relevance, which refers to “whether the landing page relates to what the visitor thought they were going to see or not”, iii) Clarity, which refers to “whether the landing page clearly articulates the value proposition and call-to-action or not”, iv) Urgency, which refers to “whether there is an indication that the action needs to

take now or not”, v) Anxiety, which refers to “what are potential misgivings the visitor could have about undertaking the conversion action”, vi) Distraction, which refers to “whether there are items on the page that could divert the visitor away from the goal or not” (ConversionKings 2017b). This current study relies on the LIFT framework to investigate Website Features Quality through Heat Maps of the Lead Generation website.

3.5.3 MECLABS: a Conversion Rate Optimisation Framework

MECLABS is a Conversion Rate Optimisation framework that is used as a mathematical technique for analysing Website Features Quality into different dimensions while considering Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation through the Conversion Funnel stages (ConversionKings 2017c). The MECLABS framework is offered by the MECLABS Institute in the United States (MECLABSInstitute 2017). This framework relies on the Conversion Funnel to understand the preferences of the online users about Website Features Quality.

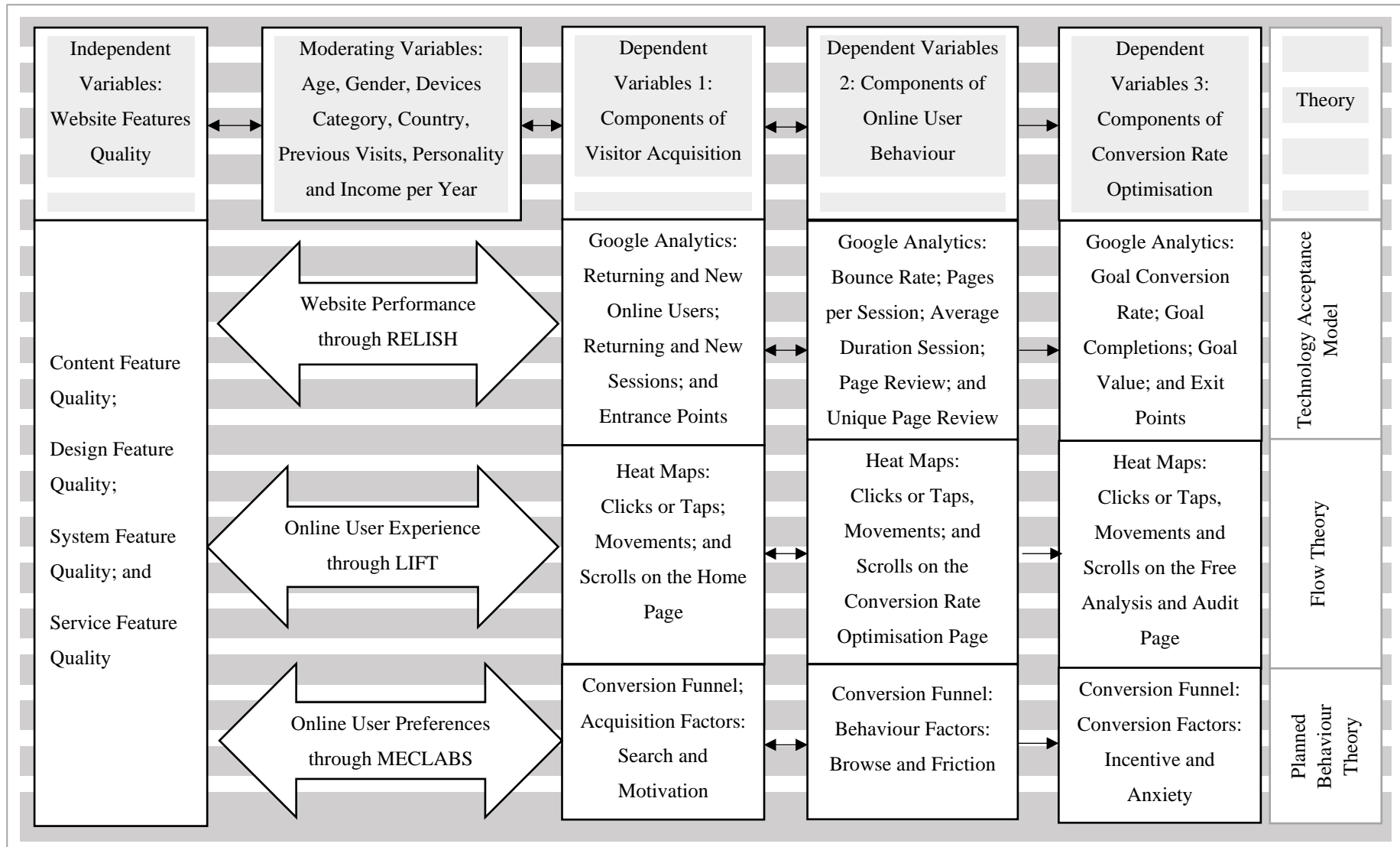
MECLABS is defined as “a framework of six factors which focus on the optimisation of the energy of online users” (MECLABSInstitute 2017). These conversion factors are: i) “Search: the probability of conversion”, ii) “Motivation: the motivation of online users”, iii) “Browse: the clarity of the value proposition”, iv) “Friction: the friction elements of the process”, v) “Incentive: the incentive to take action”, vi) “Anxiety: entering information and completing the final action” (ConversionKings 2017c). This current study relies on the MECLABS framework to investigate Website Features Quality through online surveys on the Lead Generation website.

In the current study, these three Conversion Rate Optimisation frameworks investigate theoretically through three academic theories: The Technology Acceptance Model, Flow Theory and the Theory of Planned Behaviour. These three Conversion Rate Optimisation Frameworks are used to examine the three research questions stated in section 1.6 in the current study. The RELISH Conversion Rate Optimisation framework is used to investigate the performance of the Conversion Kings website through Google Analytics; LIFT Conversion Rate Optimisation framework is used to investigate the experiences of online users of the Conversion Kings website through Heat Maps; and MECLABS Conversion Rate Optimisation framework is used to investigate the preferences of online users of the Conversion Kings website in the Conversion Funnel Stages through online surveys.

3.6 Theoretical Model

The current study incorporates existing research knowledge and novel frameworks to design a theoretical model, as shown in Figure 3.1.

Figure 3.1: The theoretical model of the current study.



The theoretical model developed for the current study consists of three phases. **Phase 1** investigates the performance of the Conversion Kings website through Google Analytics. The first phase investigated the performance of the Lead Generation website in relation to Website Features Quality, including content quality, design quality, system quality and service quality. These quality features are associated with Visitor Acquisition and Online User Behaviour and serve to positively or negatively impact Conversion Rate Optimisation.

This relationship assists in providing data on Website Features Quality of Conversion Kings that were associated with Visitor Acquisition and Online User Behaviour and improved or reduced Conversion Rate Optimisation. These relationships were measured by Google Analytics Metrics at the Conversion Funnel Stages. The Google Analytics Metrics used included returning online users, new online users, returning sessions, new sessions and entrance points at the acquisition stage; bounce rate, pages per sessions, average session duration, pageview and unique pageview at the behaviour stage; and goal Conversion Rate, goal completions, goal value, page value and exit points at the conversion funnel.

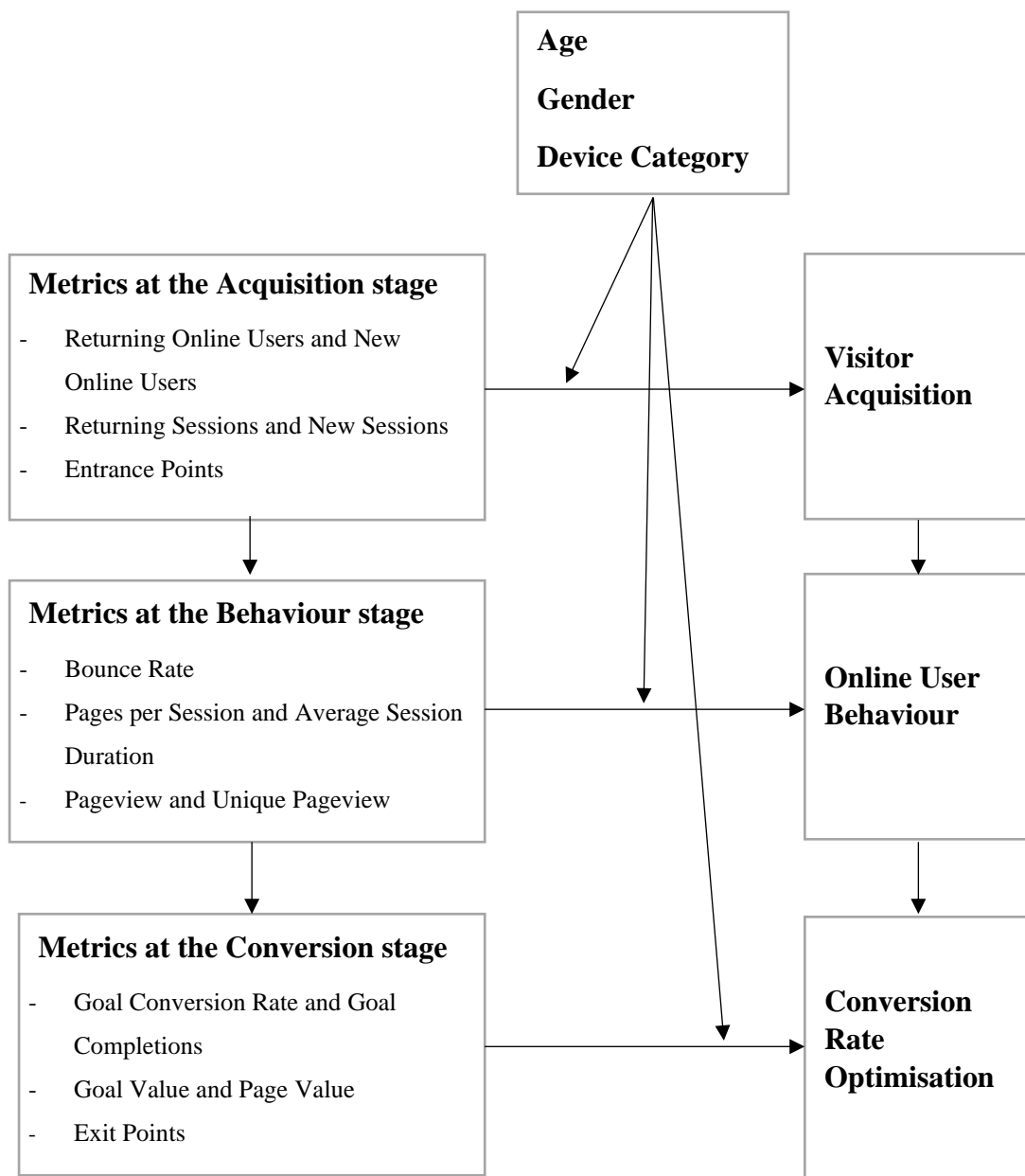
Table 3.1: Factors used in Phase 1 to investigate the performance of the website through Google Analytics depending on the Technology Acceptance Model.

Phase 1: Performance of the Website		
		Visitor Acquisition Online User Behaviour Conversion Rate Optimisation
Google Analytics Metrics at the Acquisition stage	Google Analytics Metrics at the Behaviour stage	Google Analytics Metrics at the Conversion stage
Returning Online Users and New Online Users	Bounce Rate	Goal Conversion Rate and Goal Completions
Returning Sessions and New Sessions	Pages per Session and Average Session Duration	Goal Value and Page Value
Entrance Points	Pageview and Unique Pageview	Exit Points

Figure 3.2 shows more details about the relationships between Google Analytics Metrics and the performance of the website. It also shows the positions of the moderating variables through the three stages.

Figure 3.2 shows the relationships between Visitors Acquisition, Online User Behaviour and Conversion Rate Optimisation. It also shows metrics of Google Analytics and demographics including age, gender and device category uses to measure these relationships. The reason behind the choice of these demographics is to better understand the Acquisition, Behaviour and Conversion of website clients. This understanding will help in targeting the most people who are interested in the website in terms of visiting, engaging and converting.

Figure 3.2: The relationships between Google Analytics Metrics and the performance of the website.




Phase 2 investigates the experiences of online users on the Conversion Kings website through Heat Maps. This second phase investigates the experience of online users

of the Lead Generation website related to Website Features Quality, including content quality, design quality, system quality and service quality. These aspects of quality are associated with Visitor Acquisition and Online User Behaviour and either positively or negatively impact Conversion Rate Optimisation.

This relationship assists in providing data on Website Features Quality on the Conversion Kings website that was associated with Visitor Acquisition and Online User Behaviour and improved or reduced Conversion Rate Optimisation. This relationship was measured by Heat Map Visualisations at the Conversion Funnel Stages. Heat Map Visualisations provided the number of interactions, including clicks or taps and movements; and the percentage of scrolls on the Home page at the acquisition stage; on the Conversion Rate Optimisation page at the behaviour stage; and on the Free Analysis and Audit page at the conversion stage.

Table 3.2: Factors used in Phase 2 to investigate the experience of online users through Heat Maps depending on Flow Theory.

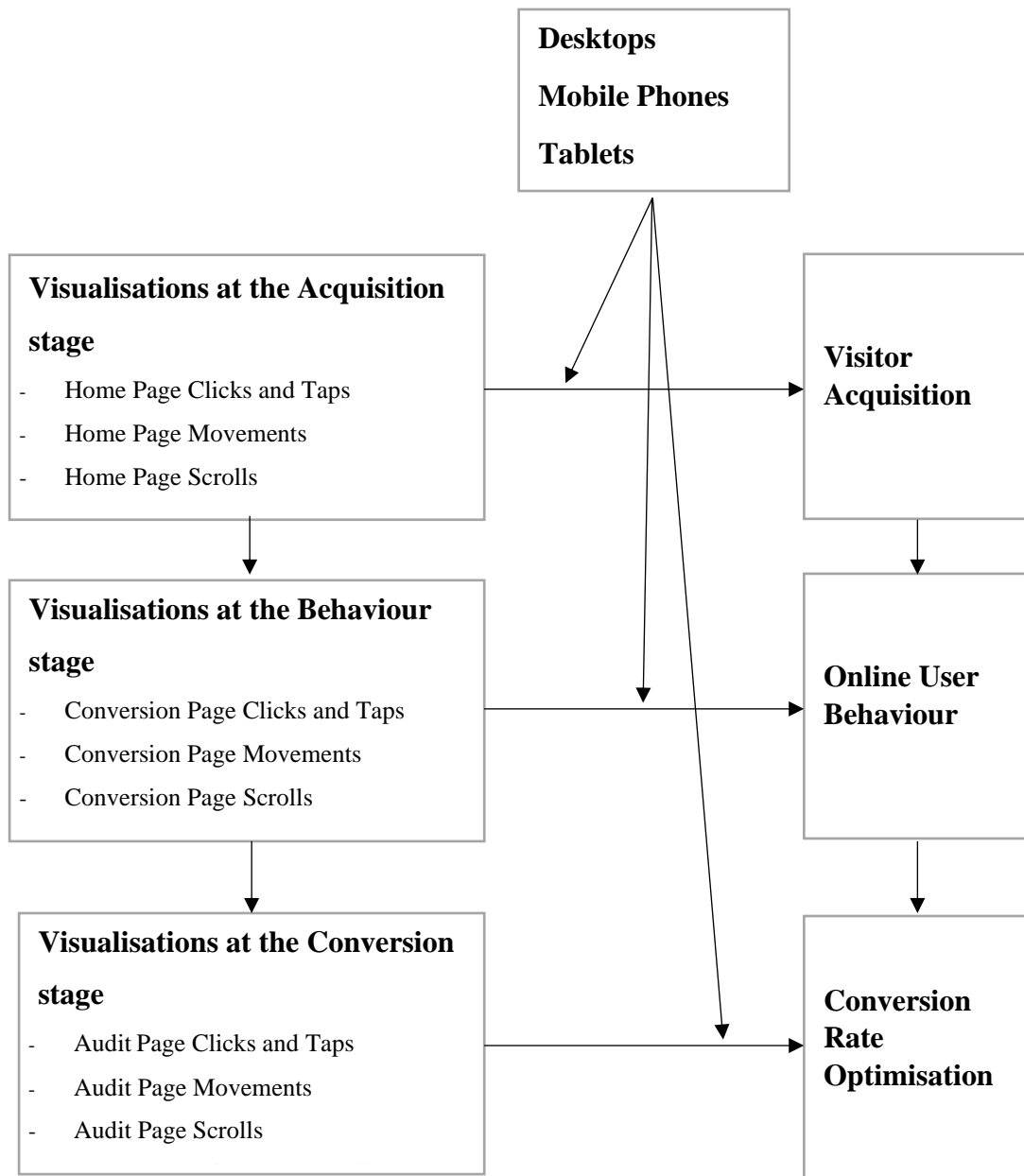
Phase 2: Experience of Online Users				Visitor Acquisition Online User Behaviour Conversion Rate Optimisation
Heat Map Visualisations at the Acquisition stage	Heat Map Visualisations at the Behaviour stage	Heat Map Visualisations at the Conversion stage		
The interaction of online users, including the number of clicks and taps on the Home page through three devices	The interaction of online users, including the number of clicks and taps on the Conversion Rate Optimisation page through three devices	The interaction of online users, including the number of clicks and taps on the Free Analysis and Audit page through three devices		
The interaction of online users, including the number of movements on the Home page through three devices	The interaction of online users, including the number of movements on the Conversion Rate Optimisation page through three devices	The interaction of online users, including the number of movements on the Free Analysis and Audit page through three devices		
The interaction of online users, including the	The interaction of online users, including the	The interaction of online users, including the		

percentage of scrolls on the Home page through three devices	percentage of scrolls on the Conversion Rate Optimisation page through three devices	percentage of scrolls on the Free Analysis and Audit page through three devices
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Figure 3.3 shows more details about the relationships between Heat Map Visualisations and the experience of online users on the website. It also shows the positions of the moderating variables through the three stages.

Figure 3.3 shows the relationships between Visitors Acquisition, Online User Behaviour and Conversion Rate Optimisation. It also shows visualisations of Heat Maps and demographics including desktops, mobile phones and tablets used to measure these relationships. The reason behind the choice of these demographics is to better understand the Acquisition, Behaviour and Conversion of website clients. This understanding will help in presenting the most relevant content for the website clients in terms of visiting, engaging and converting.

Figure 3.3: The relationships between Heat Map Visualisations and the experience of online users on the website.



Phase 3 investigates the preferences of online users on the Conversion Kings website in the Conversion Funnel Stages through online surveys. This third phase investigates the preferences of online users on the Conversion Kings Lead Generation website. Website Features Quality, including content quality, design quality, system quality and service quality, are associated with Visitor Acquisition and Online User Behaviour either positively or negatively to impact Conversion Rate Optimisation.

This relationship assists in providing data on how Website Features Quality of Conversion Kings is associated with Visitor Acquisition and Online User Behaviour to

improve or reduce Conversion Rate Optimisation. This relationship was measured by online surveys at the Conversion Funnel Stages: Conversion Funnel stage 1, includes search and motivation at the acquisition stage; Conversion Funnel stage 2, includes browse and friction at the conversion stage; and Conversion Funnel stage 3, includes incentive and anxiety at the conversion stage.

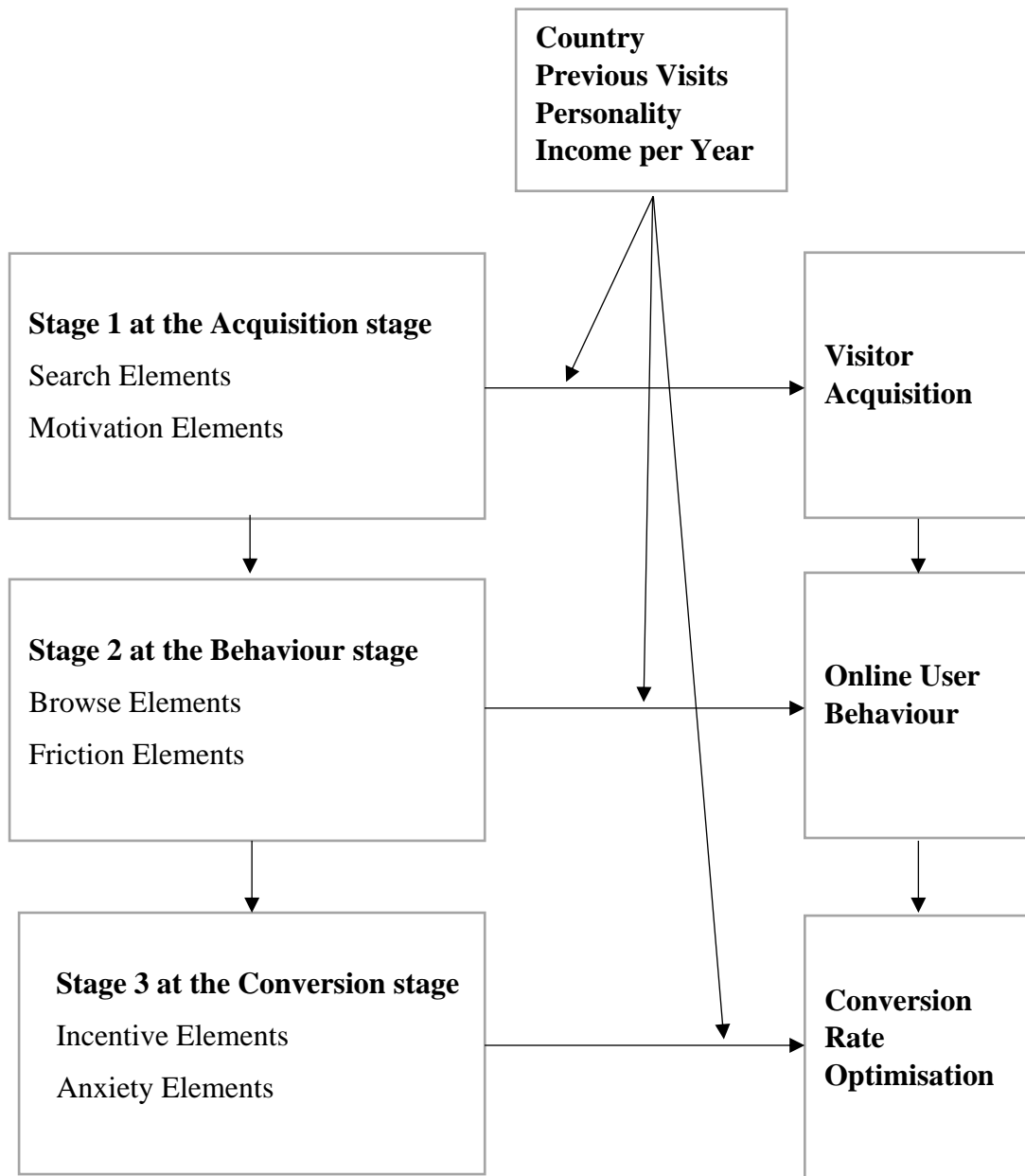
Table 3.2: Factors used in Phase 3 to investigate the preferences of online users through the Conversion Funnel stages depending on Planned Behaviour Theory.

Phase 3: Performance of the Website			Visitor Acquisition
			Online User Behaviour
			Conversion Rate Optimisation
Conversion Funnel Stage 1 at the Acquisition stage	Conversion Funnel Stage 2 at the Behaviour stage	Conversion Funnel Stage 3 at the Conversion stage	
Search Elements	Browse Elements	Incentive Elements	
Motivation Elements	Friction Elements	Anxiety Elements	

Figure 3.4 shows more details about the relationships between Heat Map Visualisations and the experience of online users on the website. It also shows the positions of the moderating variables through the three stages.

Figure 3.4 shows the relationships between Visitors Acquisition, Online User Behaviour and Conversion Rate Optimisation. It also shows preferences of online users through the Conversion Funnel stages and demographics including country, previous visits, personality and income per year uses to measure three relationships. The reason behind the choice of these demographics is to better understand the Acquisition, Behaviour and Conversion of website clients through the Conversion Funnel. This understanding will help in presenting the most important website features for clients in terms of visiting, engaging and converting.

Figure 3.4: The relationships between Conversion Funnel stages and the preferences of online users on the website.



3.7 Study Design

Website Features Quality simultaneously combines features of both machines: a computer, a tablet or a mobile phone, and humans; visitors, online users or customers, on one online platform, including websites or applications (Hausman and Siekpe 2009). To obtain reliable research results, it is generally recommended that a study use more than one method to collect data. Cyr (2013) indicates that in regard to Website Features Quality, using a range of data collection methods benefits the developers, designers, analysts and marketers.

This current study follows this advice through investigation of the performance of Website Features Quality through Google Analytics; the investigation of the experience of online users through Heat Maps; and the investigating the preferences of online users through the Conversion Funnel using online surveys. These different data collection tools were included to enable rigorous examination of the relationship between Website Features Quality with both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website.

The online data on Website Features Quality is unique information that relies on both information technology and the perspectives of online users (Song and Zahedi 2005) and requires the extensive examination that is undertaken through this study. These data provide timely information and details (Moe and Fader 2004a) of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. The study of Website Features Quality involves experimental components that rely on information technology and qualitative responses from online surveys that rely on the perspectives of online users. The experiment is considered an essential method to study and analyse (Najafi 2014) Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

These are achieved through Heat Maps that provide visualisations of the experience of online users related to Website Features Quality (Kuneinen 2013). In addition, Google Analytics provides real-time quantitative data in the areas of information systems, digital marketing, website quality and Conversion Rate Optimisation (Kim and Wiggins 2016). The current study used this collection of experimental data, incorporating demographic data, acquisition data, behaviour data, conversion data and real-time data from Google Analytics; and visualisations of Heat Maps data, including clicks or taps, movements and scrolls, for a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation of the Lead Generation website. These three methods used to conduct this study are now explained in more depth.

3.8 Google Analytics

To investigate the performance of the website, this study used Google Analytics on the Conversion Kings website to reveal Website Features Quality impact on Visitor Acquisition, Online User Behaviour and hence Conversion Rate Optimisation. Google Analytics was also used to study the performance of the website the default channels, the landing pages and the exiting pages of the Conversion Kings website.

3.8.1 Google Analytics Concept

The previous name of Google Analytics was 'Urchin', which was introduced in 2004 (Fang 2007). Google Analytics is a tool that provides useful data metrics to developers, designers, analysts and marketers of websites to better understand the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. These metrics include: 'average page duration', 'domain classes and referrers', 'most requested pages', 'number of visitors', and 'the average number of page views per visitor' (Plaza 2011b).

Google Analytics is an effective and simple free tool that is used to measure and analyse statistics of visitors and online users (Pakkala et al. 2012). The service of Google Analytics is offered by Google Incorporated to track website traffic; to provide key statistics and visualisations about this traffic; and to better explain Online User Behaviour, which is so-called passive data, on the website (Thushara and Ramesh 2016, p. 21).

Google Analytics offers many types of data including: 'content by titles', 'data export', 'defined funnel navigation', 'easy installation', 'keyword comparison', 'trend reporting', 'visualised summaries', 'visitor segmentation' and 'website overlay' (Fang 2007). Although the use of Google Analytics started in 2005, this tool is still not used broadly as a technique to analyse Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in digital marketing (Chaffey and Patron 2012) when used by marketers as a strategic tool. However, Google Analytics could be the backbone of online measurement for the performance of companies and organisations in terms of digital marketing (Dinis et al. 2016, p. 26).

Google Analytics includes some benefits and drawback features for the developers, designers, analytics or marketers, and these features are denoted 'good scalability' in terms of the best and poorest performance of the website pages, 'low time cost' in terms of data collection; and 'useful metrics' in terms of marketing segmentation but also 'low in-depth insight' in terms of revealing the strength sections and weaken sections of the website pages compared to other technique, such as Heat Maps (Liikkanen 2017). Google Analytics is a technique that could be used to measure the performance of website components, including acquisition, behaviour and conversion, but has only currently been used as an indicator of aspects of Website Features Quality, including content, design, system and services (Babahmetovic 2018). The current study will use Google Analytics as a tool to collect data that is related to Website Features Quality, including content, design, system and services but will extend its use to measure its relationship with both Visitor Acquisition and Online

User Behaviour and their impact on Conversion Rate Optimisation with the aim of gaining a better understanding of Website Features Quality of the Lead Generation website.

Google Analytics works as a circle of integrated stages. The mechanism of Google Analytics includes inserting 'a small snippet of JavaScript code' in the content of website pages, which is activated once online users upload those pages (Boswell 2011; Dragos 2011). This code is an external application, which is inserted in each page of the website. The code is used to record the performance of Website Features Quality and traffic, including Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Plaza 2011b). This JavaScript-code injects a tiny image onto each page for tracking (Hess 2012).

Google Analytics uses page tagging by sending a tracking tag signalling that the page has been displayed to the server (Clark et al. 2014). Google Analytics gathers the data of website traffic, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation by coding website pages (Luo et al. 2015). It contains five sequential stages, including 'accessing website visitors', 'requesting the website server', 'processing the request by the server', 'sending the response back to the website browser' and 'loading the required page by the browser' (Thushara and Ramesh 2016). Google Analytics has some challenges besides its benefits for website owners.

3.8.2 Google Analytics Benefits and Challenges

Google Analytics offers many benefits for companies and organisations in the online environment. It offers the best statistical service in terms of quality and friendly interface (Rodriguez-Burrel 2009). It not only measures or analyses the quantity of traffic on the website but also the quality of that traffic (Plaza 2012). Google Analytics is an essential tool that provides time-series statistical data to companies and organisations that can be used to improve the return on investment, leading to more revenue to those companies and organisations (Rodriguez-Burrel 2009).

Google Analytics data includes the number of visits and visitors, the quality of the website traffic, the engagement and the behaviour of online users on the website (Plaza 2010). It identifies channels that bring visitors, for owners of websites, and how they interact with website pages and reports on the usage of the website and returns on investment (Plaza 2011b; Clark et al. 2014). This information can be used to measure the performance of Website Features Quality (Yang and Perrin 2014; Luo et al. 2015) and analyse both Visitor Acquisition and Online User Behaviour and its impact on Conversion Rate Optimisation

Google Analytics is a useful tool and technology that is used on website pages for providing data on website traffic including for advertisements, Conversion Funnels, e-commerce reports, executive dashboard, geo-targeting, networking websites and applications. It is also useful for social website overlay, tracking online use of video and visitor segmentation analysis. This study researches several components of website traffic through Google Analytics, including the number of online users and audience overview; the number of online users and traffic overview; active online users and transactions; the number of online users all over the world; and the state of online users (Thushara and Ramesh 2016). It provides a step-by-step guide to reveal areas on the website that need development, enhancement and improvement (Farsaii 2016).

The many benefits of Google Analytics do not mean that it has no challenges. Whilst the Google Analytics metrics are easy and free to access and use, the method of analysis and interpretation is expensive and time-consuming because it requires specialists in data analytics (Hasan et al. 2009; Plaza 2011a). Google Analytics can reveal the frequency and duration of page visits, but it cannot reveal why visitors and online users behave as such (Couper et al. 2010). For many online companies and organisations, the analysis of reports, metrics, and customisations of Google Analytics could be overwhelming (Boswell 2011).

Further limitations are that the free service of Google Analytics provides only five million page views during the month (Marek 2011); and it cannot offer and download visits as raw data separately because it can only provide an aggregation of the raw data (Pakkala et al. 2012); The provided data through Google Analytics is only browser data but not real person data (Clark et al. 2014) because Google Analytics treats browsers as the primary source of the data rather than as visitors; and it views the world from the perspective of the e-commerce environment and advertising (Clark et al. 2014) due to the majority of online users or customers working in the e-commerce environment. As a consequence, many companies and organisations have not taken advantage of Google Analytics to understand and develop their online business.

3.8.3 Google Analytics Metrics

Google Analytics reports consist of four components: ‘content’, ‘dashboard’, ‘traffic sources’ and ‘visitors’. To enable analysis of these components, non-e-commerce websites include 60 metrics of acquisition, behaviour and conversion. In contrast, e-commerce websites incorporate 80 metrics of acquisition, behaviour and conversion, in addition to more detailed metrics, such as transaction or payment processes (Turner 2010). These

metrics provide details of ‘where visitors come from’, ‘how they reach the website’, and ‘which pages they visit most and for how long’. The reports created from these metrics generally have one of three foci: ‘visitor demographic and behaviour reports’, including data such as age or gender; ‘technology reports’, such as types of operating systems; and ‘content reports’, such as sessions (Boswell 2011).

These Google Analytics reports allow developers, designers, analysts or marketers of the website to drill down into the available data. This data can assist to better understand ‘how visitors reach online user website’, ‘how long they stay on each page’, ‘on which page they exit’, and ‘what they buy’ (Thushara and Ramesh 2016). More than twenty metrics called Key Performance Indicators (Gunter and Onder 2016) have been developed from the collection of essential metrics within Google Analytics, to create a dashboard for better understanding the relationship between the performance of the website and the experience of online users.

These Key Performance Indicators include average pages per visit, average time on the website, bounce rate, and Conversion Rate (Yang and Perrin 2014). In the current study, the Key Performance Indicators or metrics will include online users, new online users, returning sessions, new session and entrance points at the acquisition stage; bounce rate, pages per session, average session duration, page view and unique page view at the behaviour stage; goal Conversion Rate, goal completion and goal value, page value and exit points at the conversion stage.

Developers, designers, analysts and marketers, consider demographic data as crucial factors that impact Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, including the purchasing decision (Constantinides 2004). Demographic data and real-time data, including acquisition reports, behaviour reports and conversion reports, available through Google Analytics, provide ‘an immediate snapshot’ (Boswell 2011) of visitors and online users of the website.

Demographic data “reports key information about website visitors or online users, including geolocations, languages, technologies of browsers, devices, operation systems, the online performance of new and returning status, and frequency and engagement” (Luo et al. 2015, p. 2). The collection and analysis of Google Analytics demographic data will be utilised in this current study as an essential step to understanding the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Whilst Google Analytics can record and download many reports or metrics through many platforms of the website (Sanchez et al.

2018), those included in this study are the default channels, the landing pages and the exiting pages.

These metrics in the current study are the number of returning online users and new online users, the number of retiring and new sessions and the number of entrance points; the percentage of bounce rate, the number of pages per session, the number of the page view and unique page view, the percentage of average session duration; and the number of goal completions, and the number of exit points, the percentage of goal Conversion Rate, the percentage of the exit, the revenue of goal value and the revenue of the page value. These Google Analytics metrics have been selected for this study as they “can be configured to include online user demographic data, such as age, gender and device category” (Mangold 2020). Analysis of demographic information, such as device category, provides data about the performance of the website through different devices that individuals are using to experience website pages. The following sections provide more details about metrics that are used in this current study:

3.8.3.1 *Acquisition metrics or reports consist of the following sub-metrics*

Acquisition refers to the way individuals locate a website. Google Analytics presents report data based on many dimensions of the acquisition, such as source and medium, of online users of the website (Mangold 2020). An important aspect of the analysis of acquisition is the capacity of Google Analytics to divide the audience into returning online users and new online users of website pages (Boswell 2011). In this context, a visit is defined by Berthon et al. (1996) as landing on the website and moving out without any interest or interaction with the content, including information or visualisations. Such online visits are free or ‘costless’ (Moe and Fader 2004a) for visitors, who leave the website without further actions even if they engage on the website for a reasonable time.

New visits in this context refer to the number of times visitors access the website. These include unique sessions, which refer to one time spent on the website before taking the final action or leaving it; or multiple sessions, which refer to more than one time spent on the website before taking the final action or leaving it. Unique sessions and multiple sessions “are the most basic measures of how effectively the website is promoted” (Pakkala et al. 2012, p. 506). New visitors are measured as a percentage of all visitors on the website (Turner 2010, p. 274). Online users may visit the website more than once, and this will record as multiple sessions for online users (Sohrabi et al. 2012).

These visits on the website can be divided into two categories: a visit that ends in conversion or purchase; or a visit that ends in non-conversion or non-purchase. The visit that ends in conversion refers to the percentage of unique visitors that results in a transaction or purchase on the website. A visit that ends in conversion does not count as multiple visits because the online user has completed it (McDowell et al. 2016). Thus a visit to a website can be classified from the perspective of the final action into a visit for purchasing or a utilitarian purpose or a visit for non-purchasing or hedonic purpose (Moe and Fader 2004a). Visits can also be categorised from the perspective of decision time into visits that end following an immediate decision or conversion and visits with delays before a future decision or conversion (Moe and Fader 2001).

A session refers to a visit that occurred once on the website. It consists of one or more than one page views, along with events, e-commerce transactions and other interactions. A session also refers only to the period an online user is actively engaged on the website page (Gunter and Onder 2016). The default time of the session is 30 minutes. This means that if someone is inactive on the website for over 30 minutes, then a new session will be reported if they perform another interaction, such as viewing another page (Mangold 2020). Sessions can occur on any devices, including desktops, laptops, tablets and mobile phones (Mangold 2020). A session of Google Analytics has been defined “as a period of sustained website browsing or a sequence of page viewings” (Montgomery et al. 2004).

The key element of these definitions is that the session is a single visit of the online user on a website. It can also be represented as a sequence of HTTP requests, which could be a view of page content, such as information or details; a hit on page objects, such as an image; or a sequence of online user clicks (Suchacka and Stemplewski 2017). Conversion Rate refers to the percentage of sessions that result in completing a transaction or purchase on the website. The session could be a purchasing session or a non-purchasing session on the website (Suchacka and Stemplewski 2017). The following list of definitions will be used in this study relating to the acquisition metrics:

1-Visitors and online users refer to the estimated number of individuals who landed on the website (Pakkala et al. 2012).

2- Returning online user metrics refer to the number of unique online users who performed sessions on the website within a certain number of days (Mangold 2020).

3- A new visitor refers to a visit that has occurred by a visitor who has not been recorded previously on the website (Pakkala et al. 2012). New online user metrics are measured by dividing the number of new visitors between all visitors on the website (Turner 2010).

4- Session metrics refer to the number of times visitors have been to the website or unique sessions initiated by all visitors (Dragos 2011).

5- New sessions commence after 30 minutes of inactivity (Ding et al. 2015), or at midnight. For example, if the online user opens the website, walks away from their computer for 45 minutes, and then returns, then this session counts as a new session (Hanlon 2020).

6- The channel indicates how visitors and online users are accessing the website. The Google Analytics report on channel use provides companies and organisations with data regarding the level of traffic on each (Soonsawad 2013). Channel reports on Google Analytics can provide top-level groupings of the inbound marketing, and each channel combines source and medium so that this channel can understand overall the performance through it (Mangold 2020).

Default channel grouping on Google Analytics includes 'Organic Search', 'Paid Search', 'Social' and 'Email'. Organic Search refers to individuals clicking on a free link from a search results page, for example, individuals clicking through to the website from a free result on a Google search results page. A referral is reported when an online user clicks through to the website through another website. The report of referral allows seeing all of the websites that are sending the traffic to the website (Mangold 2020).

7- The landing page is the first page that is viewed during one session, or in other words, it is the entrance page to the website (Mangold 2020). It can be useful to review the landing pages to understand the most popular pages individuals view as they navigate and move through the website (Mangold 2020).

8- Entrance refers to when an online user begins a new session on the website. The number of entrances reported in the metric indicates how many online users began their session with that specific page (Sentance 2016).

3.8.3.2 *Behaviour metrics or reports consist of the following sub-metrics*

1- Bounce rate refers to the percentage of visitors that immediately exit the website from the landing page. It also refers to online users who spend five seconds or less on the website page (Plaza 2009). It is reported when a session of an online user only contains a single page view (Mangold 2020). It refers to a visitor who comes to the website, and then bounces away and leaves the website after only viewing a single page of it (Mangold 2020).

2- Pages per session are defined as a metric within Google Analytics as the average number of page views in each session. Mangold (2020) considers this a top-level metric for online

user engagement that can be used to evaluate the usability of Website Content Quality and Website Design Quality (Dinis et al. 2016).

3- Pageview refers to an instance of a page being reloaded in the browse of visitors and online users (Analytics 2020).

4- Unique Pageview refers to an instance of a page is first loaded in the browse of visitors and online users (Analytics 2020).

5- Average session duration is the Google Analytics metric that is used to evaluate the usability of design and usefulness of content on the website (Hasan et al. 2009).

3.8.3.3 *Conversion metrics or reports consist of the following sub-metrics*

1- Conversion metrics are reported whenever an online user completes a goal or makes a purchase during a session. Each completed goal will report at least one conversion per one session, while every transaction is reported (Mangold 2020).

2- Goals metrics track desired actions on the website. For example, they are subscribing to the email newsletter, submitting an inquiry or registering as a member. Goals can be created inside Google Analytics, and can be based on individuals travelling through a particular page(s), triggering an event, sessions of a certain duration, or viewing a certain number of pages (Mangold 2020).

3- Goal completions occur when an online user converts for a particular goal during a session. Mangold (2020) indicates that only a single conversion count is recorded even if a goal is completed multiple times during the session.

4- Goal value metrics refer to an assigned or actual dollar value that can be set for each goal within Google Analytics. This could be either a calculated or a symbolic value for each conversion (Mangold 2020).

5- Page value refers to the average value for any page visited by an online user prior to landing on the goal page or completing a transaction. The page value metric provides companies and organisations with data regarding which pages on the website contribute more to their website revenues (Analytics 2020).

6- Exit page refers to the last page an online user accesses before their session ends or they leave the website. The Exit page metrics allow companies and organisations to understand which pages are most frequently viewed last by online users before they end their session or leave the website (Sentance 2016).

To investigate the performance of the website, this study uses Google Analytics on the Conversion Kings website over a one year period. Google Analytics is used to reveal

Website Features Quality, such as usefulness or usability, which may be positively or negatively associated with both Visitor Acquisition and Online User Behaviour to improve or reduce Conversion Rate Optimisation. Google Analytics is used to study the performance of Website Features Quality in terms of acquisition, behaviour and conversion.

3.8.4 Study Methods for Research Objective 1

The measures used for Phase 1 of the research are the dependent variables in the current study, which are the components of Visitor Acquisition at the Acquisition stage. These components of Visitor Acquisition include: 1) returning online users, new online users, returning sessions, new sessions and entrance points from Google Analytics; 2) bounce rate, pages per session, average session duration, pageview and unique pageview from Google Analytics; and 3) goal Conversion Rate, goal completions, value goal, page value and exit points from Google Analytics.

3.8.5 Google Analytics in Practice

The performance of the website using Google Analytics is determined in terms of the number of returning and new online users and the number of sessions. Google Analytics includes ‘two-dimensional tables’ and ‘time-series diagrams’ (Liikkanen 2017). Google Analytics metrics include online user sessions or transactions, online user queries, profiles of online users and registration files. These can help improve Website Features Quality, including content, navigation and visualisations, which can, in turn, enhance the experience of online users on the website pages (Sohrabi et al. 2012). The Google Analytics real-time data can also be presented as charts, figures and tables (Yang and Perrin 2013).

Therefore, the current study used Google Analytics as a free service and technology that is available on Google to collect the data at a macro-level. These data of the evaluation of the performance of Website Features Quality on the Conversion Kings website of the Lead Generation website included: i) Demographic data, including age, gender and device category; ii) Acquisition stage, including the default channels; iii) Behaviour stage, including the landing pages; iv) Conversion stage, including the exiting pages; and v) Real-time data, including acquisition metrics, behaviour metrics and conversion metrics.

3.9 Heat Maps

To investigate the experience of online users, this study uses Heat Maps on the Conversion Kings website over a one year period. Heat Maps are also used to reveal Website Features Quality, including content quality, design quality, system quality and services quality, which may be positively or negatively associated with both Visitor Acquisition and

Online User Behaviour to improve or reduce Conversion Rate Optimisation. Heat Maps are used to study the experience of visitors and online users on pages of the Conversion Kings website.

3.9.1 Heat Maps concept

A Hot Jar is an analytic software tool that is used to create the Heat Maps for recording Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, using clicks or taps, movements and scrolls (Liikkanen 2017). It is also a tool that is used to collect data related to Website Features Quality with regard to Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Siqueira and de Paula 2018). The main aim of Hot Jar is to collect data about clicks or taps, movements and scrolls and to create the visualisation of Heat Maps (Siqueira and de Paula 2018).

Hot Jar collects the needs, wants, desires, interests and expectations of visitors, online users or customers. It also provides information, including images and videos about how online users interact with website pages (Sanchez et al. 2018). It can present “the graphical analysis of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation” (Mijac et al. 2018, p. 1431). It includes some positive features such as ‘high in-depth insight’ but also negative features, such as ‘poor scalability’, ‘high time cost’ and ‘issues of privacy’ (Liikkanen 2017).

Hot Jar consists of several types of Heat Maps that include many tools and services. These are Heat Maps of tracking online users step by step on the website; Heat Maps of providing feedback about online users; Heat Maps of tracking and analysing recruitment of online users; and Heat Maps of interaction and surveys of online users (Babahmetovic 2018). Hot Jar provides three types of Heat Maps of online user interactions on the website interface. These are click or tap Heat Maps, movement Heat Maps and scroll Heat Maps (Babahmetovic 2018). The current study utilises from Hot Jar through the interactions of clicks or taps; movements; and scrolls.

The Heat Map is “a freely available website server that allows online users to visualise their data through an easy-to-use graphical interface interactively” (Babicki et al. 2016, p. 147). It is a visual tool that is used to demonstrate which website components, including content, links or visualisations, attract more attention from online users (Djamasbi et al. 2010). The Heat Map is a source of rich data that displays information in two or three dimensions. It displays a horizontal and vertical visual map of activities of Visitor

Acquisition, Online User Behaviour and Conversion Rate Optimisation (Babicki et al. 2016). These include clicks or taps, movements and scrolls during a period of observation.

The Heat Map also has different levels of colour. The colours red and yellow are “the most intensively observed areas of clicks or taps, movements or scrolls”, blue and black are “the least intensively observed area” (Spakov and Miniotas 2007, p. 56). The warmer the colour, the more time of fixation or concentration of online users on the object, including information, image, icon or link of the website page (Spakov and Miniotas 2007). A Heat Map is also used to visualise Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation by measuring clicks or taps, movements and scrolls.

It is “a popular technique to reveal how online users interact with a single website page” (Liikkanen 2017, p. 55). It provides data about ‘elements that attract the most attention of visitors’, ‘patterns of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation’, ‘reactions of online users using cursor of mouse or tap of the finger’, ‘scroll maps of online users’ and ‘the most clicks by online users’ (Babahmetovic 2018).

The Heat Map consists of some positive features, including ‘average scalability’, ‘medium in-depth insight’ and ‘low time cost’ but also negative features, including the ‘issue of the analysing’ (Liikkanen 2017) because it needs specialists and experts in the field of website quality and Conversion Rate Optimisation. Heat Maps could be used for “optimising screen content” and “rearranging screen content” so that “there is an 84% - 88% association between eye and mouse movement” (Lettner and Holzmann 2012, p. 1).

Three primary findings of Heat Maps are: ‘online users pay attention to the top of the website’, ‘icons, images or pictures attract online users more than other content’, and ‘online users scroll down no more than the top or middle of website pages’ (Sanchez et al. 2018). The current study utilises Heat Maps by providing patterns of visualisations of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, which is a high quality of interactions between online users and website pages (Mijac et al. 2018).

There are many reasons behind the choice to use Heat Maps as the visualisation of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. The first is because it is “an important usability tool for visualising data of mouse movement or scroll or click interaction on website pages” (Lettner and Holzmann 2012, p. 1). Traditional technologies for the evaluation of the computer interface, such as Website Features Quality, include: ‘checklists, heuristics review, task scenarios, walk-throughs, and other techniques’ (Kotval and Goldberg 1998). In contrast, Heat Maps provide one of the most useful data through clicks or taps, movements or scrolls, to study the performance of choice and process in

Website Features Quality, which includes content, functions and visualisations, to measure the success of Website Features Quality (Rosen and Purinton 2004).

Heat Maps display the path of scanned areas by visitors and online users on website pages and where they spend their time on website pages (Arroyo et al. 2006). Heat Maps focus on the micro-level, including clicks or taps, movements or scrolls, of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation in the online environment (Goldberg et al. 2002). Difficulties of creating Heat Maps include the high cost of implementation and analysis by experts (Bojko 2006).

3.9.1.1 *Clicks or Taps*

Clicks or taps refer to the hits of online users on the elements of website pages, including content, icons, images, links or visualisations (Babahmetovic 2018). The greatest number of clicks or taps of online users are located on the top and bottom of the website page (Bojko 2005). The better the performance of Website Features Quality, the fewer fixations or concentrations and processes of information by online users required on the website interface, including content and navigation (Kotval and Goldberg 1998). For example, “nodes, such as clicks or taps, distributed in a small part of the total visual field indicate that the search and browse behaviour was relatively direct and efficient”. In contrast, clicks or taps that are distributed in many parts of the entire visual field indicate that the searching behaviour, browsing behaviour or converting behaviour was relatively indirect and inefficient (Kotval and Goldberg 1998, p. 3).

Well-established Website Features Quality includes ‘few effective fixations’ or ‘few processes’ that may increase the number of conversions, such as visits or sessions, on the website page. However, poor-established Website Features Quality consists of ‘a lot of ineffective fixations’ or ‘more processes’ that may decrease the number of conversions, such as visits or sessions, on the website page (Kotval and Goldberg 1998). Clicks or taps are data that are collected by tracking the attendance, interaction and navigation of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on websites of companies and organisations. These clicks or taps reveal how online users respond to strategies of digital marketing and communication with the content of information systems on the website (Dale Wilson 2010).

Areas on the website page with insufficient information but clear functional links need a long time to be understood by online users, which may require more clicks or taps (Habuchi et al. 2008). Developers, designers or analysts of the website can use tasks to make the

content more understandable requiring fewer efforts of clicks or taps. These tasks are: ‘adjusting the colour, size or location of the goods or service name’, ‘choosing the right font of the text of goods or services’ or ‘re-writing the text of the product, including goods or services’ (Bojko and Stephenson 2005). Click of cursor data or tap of finger data, including the total number of clicks or taps and task completion times, can be used for a better understanding the preferences of visitors and online users on website pages (Habuchi et al. 2008). For these reasons, click and tap data is essential to developers, designers or analysts of the websites.

3.9.1.2 Movements

Movements refer to where online users move their cursors or mouse on certain elements, including: content, links or visualisations of website pages (Babahmetovic 2018). Movements is a visualisation tool that is used for a better understanding of Visitor Acquisition, Online User Behaviour (Chen et al. 2001) and Conversion Rate Optimisation. The movement data can answer questions like, ‘do online users look at appropriate objects on website pages?’, ‘do they differentiate reading from scanning particular words or phrases?’, ‘do they make intensive attention to some parts compared to others of the website page?’ (Crowe and Narayanan 2000).

There are some facts related to the movement data on website pages. For example, “A large number of transitions of products or currencies indicate less efficient search in which the online user is required to ‘jump’ over sections of the interface to find the desired target” (Kotval and Goldberg 1998, p. 4). It has been found that better Website Features Quality requires fewer searches or browses by online users (Kotval and Goldberg 1998). Some online users tend to use mouse cursor indicators to go through texts of the content of the website page. This tendency explains the movement on website pages as Visitor Acquisition, Online Users Behaviour and Conversion Rate Optimisation (Sanchez et al. 2018).

The area on the website page with sufficient information but unclear function links needs more effort to be processed by online users (Habuchi et al. 2008). Online users face some common challenges while they browse website pages, and these challenges are ‘missing the name of the product or service’, ‘noticing the name but failing to read the good or service’ or ‘not comprehending of the text of the product or service’ (Bojko and Stephenson 2005). The extent of the time of fixations on an area of a website page occurs because online users need to re-examine an area. This area could be the description on the

page or information about a good or service. This situation occurs in the case where the information is insufficient or has ‘weak information scent’, but the meaning of links could be precise enough for online users to consider ‘what is the meaning of this content or visualisation here?’ (Habuchi et al. 2008). Online users start to move left and right or scroll up or down to find the right answer for their questions (Habuchi et al. 2008).

Factors that impact on movements of online users on website pages are categorised into two aspects. Website Features Quality, which includes ‘types of websites’ or ‘the order of website pages’ can make it easy for online users to finding their needs, wants or desires. Visitor Acquisition and Online User Behaviour characteristics, which include ‘demographic of subjects’ or ‘tasks of subjects’ impact outcomes of online users (Pan et al. 2004).

Movement data can provide a more in-depth and more precise insight into ‘appropriateness of graphical treatment’, ‘information organisation and clarity’ and ‘layout effectiveness’ on website pages (Bojko and Stephenson 2005). Movements have some essential aspects, and these aspects are ‘easy to collect’ and ‘fairly reliable’ while ‘providing a complete picture’ (Liversedge and Findlay 2000; Richardson and Spivey 2004; Bojko 2006). The website page content, including links, texts, label, explanation and visualisations, located on the landing page of the website, is the most attractive feature to visitors and online users on the website (Bojko and Stephenson 2005).

The relationship between Website Features Quality, including hedonic and utilitarian features, and both Visitor Acquisition and Online User Behaviour, using clickstream and movement data, need more research for better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour (Ashraf and Thongpapanl 2015).

3.9.1.3 *Scrolls*

Scrolls refer to the percentage of the landing page that online users scroll down to browse its elements, including content, links or visualisations (Babahmetovic 2018). Heat Maps measure the attention, engagement or intention and the final action or decision of online users on the website (Hernandez and Resnick 2013) to create an in-depth insight into Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation for developers, designers, analysts and marketers of websites.

The website and its well-established features not only contain useful information but also display information in a way that is easily recognised by online users (Djamasbi et al. 2007). For this reason, the current study uses Heat Maps as a tool to visualise Visitor Acquisition,

Online User Behaviour and Conversion Rate Optimisation to view the performance of Website Features Quality, including content, design, system or service. The more the interfaces of computers, tablets or mobile phones are busy with many components, the weaker the performance of Website Features Quality is for online users because they may be confused (Kotval and Goldberg 1998).

Online users spend more time on information tasks rather than navigational tasks (Lorigo et al. 2006). They do not recognise or do not comprehend the content, link or visualisation on website pages (Schiessl et al. 2003). Males are more focused on visualisations, such as icons, images or pictures, whereas females concentrate more on content, such as texts or details of information (Schiessl et al. 2003). However, females tend to insert more pictures on website pages (Moss et al. 2006).

Website pages with a large visualisation, including icons, images or pictures, obtain more fixations, such as clicks or taps, of online users (Djamasbi et al. 2010). Online User Behaviour on website pages includes some unimportant tasks if the Website Features Quality are poorly established. These unimportant tasks may consist of no clicking on the task-relevant link, no noticing of the link, distraction by other website page elements, sighting the link but not reading the label or reading the label but not sighting the link (Bojko and Stephenson 2005). The language or community culture also impacts Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on website pages in some aspects, which Heat Maps can reveal in more detail. For example, the Arabic script starts from the right and moves to the left side.

Developers, designers and analysts of websites need to consider such differences when they develop a website in various languages (Groen and Noyes 2010). Heat Maps can also reveal the visualisation of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on website pages in many ways. For example, Visitor Acquisition and Online User Behaviour consist of two main functions on the website. The first function is that online users choose a link “to see whether it brings them the information they were looking for”. The second task is that they want a scan “to find whether it facilitates them the information they were looking for” (Ehmke and Wilson 2007, p. 9).

For a better experience of online users, navigational tasks should include short content, whereas, the informational tasks may consist of longer content (Cutrell and Guan 2007). Heat Maps offers a visualisation of the movement of online users to provide more in-depth and wide-ranging insight into how online users interact with content, including information or images, on website pages (Habuchi et al. 2008). The study of the movement of online

users is also useful to evaluate the relationship between the usability of the interface, including Website Features Quality, and the utility of online users, including Conversion Rate Optimisation (Shackel 2009).

Spending more time on creating attention or gaining aspects of the website page is beneficial as it is more likely that online users are then interested in the value of goods or services (Chen et al. 2015). Studying Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation, including clicks or taps, movements and scrolls, provides a more in-depth of understanding of the experience of online users on the website (Bojko 2005).

3.9.2 Study Methods for Phase 2

The measures used for Phase 2 of the research are the dependent variables in the current study, which are the components of Online User Behaviour at the behaviour stage. The components of Online User Behaviour include: 1) The number of interactions, including clicks or taps, movements and scrolls, from Heat Maps on the Home page 2) The number of interactions, including clicks or taps, movements and scrolls, from Heat Maps on the Conversion Rate Optimisation page; and 3) The number of interactions, including clicks or taps, movements and scrolls from Heat Maps on the Free Analysis and Audit page.

3.9.3 Heat Maps in Practice

The Heat Map was used to collect the data of the reactions of online users in the areas of interest, through clicks or taps, movements and scrolls, on website pages (Djamasbi et al. 2007). The Heat Map delineated the areas of website pages that online users were interested in (Djamasbi et al. 2010). It recorded and visualised the details of Visitor Acquisition, which included their attention and attendance, Online User Behaviour, which included their engagement and intention, and Conversion Rate Optimisation, which included their decision and action. The Heat Map was also used as a tool to visualise Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation by counting ‘clicks or taps made on the top, middle or bottom of website pages’ and the scrolls down from the initial view on the website’ (Liikkanen 2017).

Three types of observations of online users were studied, including clicks or taps, movements and scrolls (Sanchez et al. 2018). The research on Website Features Quality needs to focus in more detail on the terms of human-computer interaction, including clicks or taps, movements or scrolls (Hasan 2016). The current study collected data from Heat Maps to investigate the experience of online users presented as visualisations of Visitor

Acquisition, Online User Behaviour and Conversion Rate Optimisation to better understand their relationship with Website Features Quality of the Lead Generation website (Babahmetovic 2018).

3.9.3.1 *Using Devices*

More than 65% of the population of the United States has at least two devices connected to the internet (Kim and Lennon 2013). It is recommended by Kim and Lennon (2013) that Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation should be studied in the context of tablet or mobile phone environments. Online users can choose between different devices, including desktop, tablet or mobile phone, to connect or communicate with companies or organisations on their websites or applications (Al-Qeisi et al. 2014). However, it is challenging to use and evaluate data of tablet or mobile phone movements and taps on Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation as it is hard to conclude the physical reactions of fingers, including thumb or forefinger (Lettner and Holzmann 2012).

Heat Maps could be tools to investigate the experience of online users on screens of tablet or mobile phones (Siqueira and de Paula 2018), and there is a need to examine the increase in the use of tablet and mobile phone devices in the online environment and its relationship with Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation (Esteban-Millat et al. 2014). The current study used three pages on three devices: desktops, tablets and mobile phones, to create Heat Maps to examine the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

3.9.3.2 *Selecting Pages*

The current study investigated three main pages on the Conversion Kings website. These pages were the Home page, including general information, the Conversion Rate Optimisation page, including specific information and details, and the Free Analysis and the Audit page, including trials and tests. The selection of these three pages was made because of their level of importance and content on the Conversion Kings website compared with other pages. Aspects that impact Online Users Behaviour are classified into: i) control aspects that companies and organisations can manage, including goods or service features; medium features; and the merchant or intermediary features, and ii) uncontrolled aspects that companies and organisations cannot manage, including personal characteristics and environmental factors (Constantinides 2004). To overcome the uncontrollable and

unmanageable aspects that impact Online User Behaviour, this study determines the real-time responses of online users.

The Home page is where visitors and online users land on the Conversion Kings website, including general information. The Home page is mostly related to Visitor Acquisition. The Conversion Rate Optimisation page is where Conversion Kings presents their primary offers and services, including specific information and more details. The Conversion Rate Optimisation page is mostly related to Online User Behaviour. The Free Analysis and Audit pages are where online users or customers start their enquiries about the offers and services and attempt their trials or tests on the Conversion Kings website.

The Free Analysis and Audit pages have more relation to Conversion Rate Optimisation. The current study used these three pages to apply the experiment of Heat Maps, including clicks or taps, movements and scrolls, in 2018. The Hot Jar software (<https://www.hotjar.com/>) was used by the current study to collect data on Website Features Quality, Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation of the Conversion Kings website. This data reveals Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation as visualisations on Heat Maps on the Conversion Kings website of the Lead Generation website.

3.10 Online Survey Administration

The current study researches the Conversion Kings website at the Conversion Funnel stages using online surveys. At the acquisition stage, the study asks visitors and online users about their preferences for Website Features Quality in terms of the elements of the search for the website and the motivation to visit it. The study of the elements relates to Website Features Quality of the search for the website and the motivation to visit. At the behaviour stage, the study asks visitors and online users about their preferences for Website Features Quality in terms of the elements of the browse on the website and the friction of intending to convert into customers.

The study of the elements, which are related to Website Features Quality, of the browse on the website and the friction to intend to convert into customers is important for the website professional practitioners and academic researchers. At the conversion stage, the study asks visitors and online users about their preferences for Website Features Quality in terms of the elements of the incentive to convert into customers on the website and the anxiety from converting into customers on the website. The study of the elements, which are related to Website Features Quality is important as it shows the willingness to

convert into customers on the website and the worry to convert into customers on the website.

To investigate the preferences of online users on the website, this study uses the Conversion Funnel on the Conversion Kings website. The Conversion Funnel is used to reveal Website Features Quality, such as search, motivation, browse, friction, incentive and anxiety, which may be positively or negatively associated with both Visitor Acquisition and Online User Behaviour to improve or reduce Conversion Rate Optimisation. The Conversion Funnel stages, including acquisition, behaviour and conversion, were used to investigate the preferences of visitors and online users on the Conversion Kings website, which is a Lead Generation website. An online survey was used to measure these preferences of visitors and online users.

Companies and organisations need to establish a relationship with their online users to obtain data that can assist in improving Website Features Quality, a better understanding of Visitor Acquisition and Online User Behaviour and of increasing Conversion Rate Optimisation (Najafi 2014). The survey was conducted to investigate the preferences of online users about Website Features Quality. Using online survey has some advantages: taking less effort, involving low-cost, and providing a diverse sample (Zhou et al. 2009). The online survey also has some benefits for research, including: i) Most online users are familiar with the online environment, which eases the process for completing the online survey (Djamasbi et al. 2007; Wu et al. 2013). ii) It is convenient for data recording with no missing data. iii) It can link to any online environment, such as Facebook, Twitter, LinkedIn, and so forth. Conducting the online survey in the current study involved the following steps:

1. The preferences of visitors and online users on the Conversion Kings website were collected relying on the online survey.

2. The online survey built upon the MECLABS Conversion Rate Optimisation framework. This framework suggests the structure of the current survey in the current study.

3. The online survey consisted of four closed-ended questions for demographics and six open-ended questions for the Conversion Funnel stages.

4. The use of dichotomous rather than a Likert scale for the online survey was because this was the first use of this survey in the academic field and therefore no scales currently exist in the literature.

5. The online survey consisted of four sections: demographic data, acquisition stage data, behaviour stage data and conversion stage data. The demographic data involved

four questions: the country of online users, the previous visit to the website, personality, and income per year. The acquisition stage data involved two questions: the search and motivation. The behaviour stage data involved two questions: the browse and friction. The conversion stage data involved two questions: incentive and anxiety.

6. In the closed-ended questions, the respondents were asked about their country, the previous visits to the website, the personality and their income per year.

- Where did you (the respondent) come from to visit the Conversion Kings website? 1- Australia; or, 2- the United States.

- Have you (the respondent) been to the Conversion Kings website before? 1- Yes; or 2- No.

- Which of these best describes you (the respondent)? 1-Professional; 2- Agency; or 3-Individual.

- What is your (the respondent) income per year? 1- Less than \$10 million Australian or US Dollars; 2- Between \$10 million and \$100 million Australian or US Dollars; or, More than \$100 million Australian or US Dollars.

7. In the open-ended questions, the respondents were asked about the search and motivation at the acquisition stage, the browse and incentive at the behaviour stage and the friction and anxiety at the conversion stage.

- Search: When searching for an agency, where do you (the respondent) look?

- Motivation: What would encourage you (the respondent) to go to an agency website?

- Browse: When browsing on a website, what you were (the respondent) looking for on the website?

- Friction: What is your (the respondent) main question when enquiring with an agency?

- Incentive: What would you encourage (the respondent) to inquire about a website?

- Anxiety: What did or would stop you (the respondent) from enquiring?

8. MECLABS Conversion Rate Optimisation framework was used to create the open-ended questions (ConversionKings 2017c; MECLABSInstitute 2017).

9. At the acquisition stage, the respondents were asked about their preferred references on the website related to the search and motivation.

10. At the behaviour stage, the respondents were asked about their preferred references on the website related to the browse and incentive.

11. At the conversion stage, the respondents were asked about their preferred references on the website related to friction and anxiety.

12. The opened-ended questions have been converted from qualitative responses into quantitative responses.

13. Responses of visitors and online users for each question were grouped and coded in one theme.

- Search: 1-Offline Word of Mouth; 2- Google Engine; 3-Comparing Websites; and 4-Social Media.

- Motivation: 1-Online Advertisements; 2-Google Search; 3-Google Reviews; and 4-Referral.

- Browse: 1-Techniques or Tests; 2-Team or Specialists; 3-Sufficient Information or Content; and 4-Products or Services.

- Friction: 1-Reputation or Rank; 2-Price or cost; and 3-Value or Results.

- Incentive: 1-Interaction; 2-Website Recommendation; and 3-Trust.

- Anxiety: 1-Navigation: Not Well-Designed; 2-Content: Insufficient Information; and 3-Experience: Unknown Case Studies.

14. The response for each question of a visitor and online user was sorted under each relevant theme.

15. A convenience sample was chosen because it is a non-probability sample (Kim and Lennon 2013). The reason for using convenience sampling was that it was easy to reach the respondents either by posting a link on the social media of the Conversion Kings website (Facebook and LinkedIn) or sending an email via the accounts of customers on the Survey Monkey website.

16. Conversion Kings conducted the design of the online survey and the choice of questions with the cooperation of the researcher.

17. The recruitment of 100 participants started at the beginning over a period of 4 months.

18. AU \$100 gift card was used as an incentive in a draw for respondents who participated in the survey in Australia.

19. A website-based survey was conducted through the Survey Monkey website <https://www.surveymonkey.com/>.

20. The total of 100 participants of visitors and online users were recruited, including 50 participants from Australia and 50 from the United States.

21. Conversion Kings Facebook and LinkedIn were used as platforms to recruit 50 Australian visitors and online users. The links on Conversion Kings Facebook and LinkedIn included an invitation that asked online users to participate in the online survey.

3.10.1 Study Methods for Phase 3

The research measures used for Phase 3 of the research are the dependent variables in the current study, which are the components of the Conversion Kings website at the Conversion Funnel stages. The components of the Conversion Funnel stages are: 1) search and motivation at the acquisition stage; 2) browse and friction at the behaviour stage; and 3) incentive and anxiety at the conversion stage.

3.11 Tests of the Data

The central aspect of understanding the data is the use of a suitable measurement tool (Moe and Fader 2001). The current study used the tests of the frequency, mode, chi-square, univariate and multinomial logistic regression. The choice of these tests was to analyse the data of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation on the Conversion Kings website of the Lead Generation website over a two year period. The statistical aspects of the current study include descriptive statistics, connotations and regressions. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data statistically. Version 25 of SPSS was used for the purpose of the analysis.

3.11.1 Descriptive Statistics

In the current study, descriptive statistics were used to test the frequency and mode of demographics and the preferences of online users at the Conversion Funnel stages. This statistic is used to summarise the collected data, and it includes descriptive tests, such as frequency and mode (Field 2013). The current study used the frequency test as a statistical tool that describes the demographic data, acquisition data, behaviour data and conversion data on the Conversion Funnel stages. This statistic is used to calculate how many times each choice was selected by respondents (Field 2013).

This test is used to analyse descriptive data in Chapter 4 to calculate the preferences of online users on the website. The current study used the mode test as a statistical tool that describes the demographic data, acquisition data, behaviour data and conversion data on the Conversion Funnel stages. This statistic is used to calculate the most frequently occurring

choice (Field 2013). This test used to analyse descriptive data in Chapter 4 to calculate the preferences of online users of the website.

3.11.2 Cross Tabulation Statistics

In the current study, correlation statistics were used to test the connotations between demographics and the preferences of online users at the Conversion Funnel stages using chi-square. The chi-square statistic is a descriptive test that is used to explore the frequency of the collected data across different demographic groups (Field 2013). The current study used the chi-square test represented by p-value as a statistical tool to examine the correlation between demographic data, acquisition data, behaviour data and conversion data on the Conversion Funnel. This statistic is used for non-parametric statistics to calculate how the distribution of the collected data is related to the normal distribution (Field 2013). This test is used to statistically explore the connotations between the preferences of online users at each stage of the Conversion Funnel in Chapter 4.

3.11.3 General Linear Model Statistics

In the current study, general linear model statistics were used to predict the relationships of differences between means (Field 2013). In this study, the statistic was used to test the relationships between devices of online users and page sections on the website and the percentage of visitors and scroll and the number of visitors and pixels by using the univariate test. The current study used the univariate test, including the Bonferroni method, represented by p-value as a statistical tool to examine the relationship between the type of devices (desktops, tablets and mobile phones) and the page sections on three pages of the website with the percentage of the page scroll, the number of page pixels, and the number and percentage of visitors. This test is used to calculate the relationships between two or more variables. It is used to predict one or more variables, depending on another variable (Field 2013). This test was used to statistically predict the relationships between the scroll of online users and different devices and page sections at different stages of the Conversion Funnel in Chapter 4.

3.11.4 Regression Statistics

In the current study, regression statistics were also used to test the relationships between the preference of online users at each stage of the Conversion Funnel. The regression test is used to predict the relationships between variables of the collected data. These variables include independent variables, moderating variables and dependent variables (Field 2013). This statistic includes some tests, such as multinomial logistic

regression. The current study also used the multinomial logistic regression test, including estimates and likelihood ratio tests, represented by p-value as a statistical tool to examine the relationship between the preference of online users at each stage of the Conversion Funnel. This test is used to predict “a grouping variable from a set of outcome measures” (Field 2013, p. 1890). This test was used to statistically predict the relationships between the preference of online users at different stages of the Conversion Funnel in Chapter 4.

3.11.5 Study variables

This section briefly outlines the independent, moderating and dependent variables used in this study. The independent variables in the current research study are the components of Website Features Quality. The components of Website Features Quality include Website Content Quality, Website Design Quality, Website System Quality and Website Service Quality. These components can be found on the default channels, landing pages and exiting pages through Google Analytics; the Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page through Heat Maps; and three stages of the Conversion Funnel through the online survey. The moderating variables in the current study are the demographics of visitors and online users. The demographics include Age, Gender, Devices Category, Country, Previous Visits, Personality and Income per Year. The dependent variables in the current study are Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

3.12 Summary of Chapter 3

Chapter three discussed and explained the methodology, including tools and tests, that were used in the current study. The tools used for the collection of data included Google Analytics, Heat Maps and the Conversion Funnel depending on the online survey. These tools were used to investigate the relationship between Website Features Quality and both Visitor Acquisition and Online Users Behaviour and their impact on Conversion Rate Optimisation in the current study. The tests used for analysing the data included frequency, mode, chi-square, univariate and multinomial logistic regression. The next chapter presents the data analysis of Google Analytics, Heat Maps and the Conversion Funnel stages through the online survey.

4. CHAPTER FOUR: FINDINGS

4.1 Introduction

The previous chapter presented the research methodology and methods for this study. The aim of Chapter 4 is to present the results for the three research objectives. Results discussed are descriptive statistics conducted in Google Analytics; relationship statistics from the Heat Maps; and descriptive, correlation and relationship statistics related to the data collected through the online surveys in the Conversion Funnel stages. This study seeks to address the following research objectives:

Research Objective 1: To investigate Website Features Quality in terms of the performance of the Lead Generation website.

Research Objective 2: To investigate the impact of Website Features Quality on the experience of online users of the Lead Generation website.

Research Objective 3: To investigate the impact of Website Features Quality preferences of visitors and online users in the Conversion Funnel stages of the Lead Generation website.

4.2 FINDINGS OF GOOGLE ANALYTICS

This section presents the results of the real-time data available on Google Analytics. In particular, the real-time data of the Default Channels, the Landing Pages and Exiting Pages are investigated in the Conversion Funnel Stages. In order to achieve Research Objective 1, Research Question 1 was investigated: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website? The results of the analyses of the Google Analytics data are reported for each of the Study Queries outlined in Chapter 4, which builds to answer the Research Question.

4.2.1 Descriptive statistics

The findings from the Google Analytics descriptive statistics are now presented according to the Acquisition, Behaviour and Conversion Funnel Stages. Table 4.1 presents the analysis of the real-time responses of online users by demographics of age, gender and device used in the Conversion Funnel Stages.

Table 4.1: Demographic of online users and the real-time data from Google Analytics on the Conversion Kings website in 2017.

Conversion Funnel Stages		Acquisition Stage Metrics			Behaviour Stage Metrics			Conversion Stage Metrics		
		Returning Online Users	New Online Users	Returning Sessions	Bounce Rate	Pages per Session	Average Session Duration	Goal Conversion Rate	Goal Completion	Goal Value
Age	18-24	646	631	823	70.11%	1.86	00:01:26	2.67%	22	\$800
	25-34	2207	2115	3066	62.62%	2.27	00:02:03	2.47%	84	\$4700
	35-44	1392	1326	2059	57.65%	2.53	00:02:29	2.28%	47	\$3000
	45-54	459	445	730	50.55%	2.95	00:02:58	1.92%	14	\$900
	55-64	144	137	181	62.98%	2.14	00:02:14	3.31%	6	\$400
	65+	52	50	65	73.85%	1.75	00:01:12	4.62%	3	\$300
	Total/Average	4789	4704	6924	60.88%	2.36	00:02:12	2.54%	176	\$10100
Gender	Male	3054	2976	4485	59.62%	2.45	00:02:19	2.27%	102	\$6400
	Female	1838	1785	2506	63.53%	2.19	00:01:57	2.91%	73	\$3700
	Total/Average	4845	4761	6991	61.02%	2.35	00:02:11	2.50%	175	\$10100
Device Category	Desktops	10516	10457	13037	74.14%	1.96	00:01:29	1.80%	235	\$11900
	Mobiles	1555	1543	1950	74.15%	1.73	00:01:04	1.54%	30	\$2100
	Tablets	163	162	256	63.67%	2.69	00:02:55	1.95%	5	\$300
	Total/Average	12,310	12,162	15,243	73.96%	1.94	00:01:28	1.77%	270	\$14300

Source: Based on 2017 data from Google Analytics on the Conversion Kings website.

4.2.1.1 Demographics of online users in the Acquisition Funnel Stage

The Acquisition Funnel Stage is determined in terms of Returning Online Users, New Online Users and Sessions.

The findings show that 25-34-year-olds had the highest number of Returning Online Users (2207); the highest number of New Online Users (2115); and the highest quantity of Sessions (3066), whereas 65+-year-olds had the lowest number of Returning Online Users (52); the lowest number of New Online Users (50); and the lowest quantity of Sessions (65).

In relation to gender, it was evident that males had the highest number of Returning Online Users (3054); the highest number of New Online Users (2976); and the highest quantity of Sessions (4485), whereas females had the lowest number of Returning Online Users (1838); the lowest number of New Online Users (1785); and the lowest quantity of Sessions (2506).

In reference to the device used, the findings showed that desktops had the highest number of Returning Online Users (10516); the highest number of New Online Users (10457); and the highest quantity of Sessions (13037), whereas tablets had the lowest number of Returning Online Users (163); the lowest number of New Online Users (162); and lowest quantity of Sessions (256).

4.2.1.2 Demographics of online users in the Behaviour Funnel Stage

The Behaviour Funnel Stage is represented by data related to the Bounce Rate, Pages Per Session and Average Session Duration.

The findings show that 45-54 years old had the best quality of Bounce Rate (50.55%); the best quality of Pages per Sessions (2.95) and the best quality of Average Session Duration (00:02:58), whereas 65+-year-olds had the poorest quality of Bounce Rate (73.85%); the poorest quality of Pages per Sessions (1.75); and the poorest quality of Average Session Duration (00:01:12).

In relation to gender, it was evident that males had the best quality of Bounce Rate (59.62%); the best quality of Pages per Session (2.45); and the best quality of the Average Session Duration (00:02:19), whereas females had the poorest quality of Bounce Rate (63.53%); the poorest quality of Pages per Session (2.19); and the poorest quality of Average Session Duration (00:01:57).

In reference to the device used, the results show that tablets have the best quality of Bounce Rate (63.67%); the best quality of Pages per Session (2.69); and the best quality of Average Session Duration (00:02:55), whereas mobile phones had the poorest quality of

Bounce Rate (74.15%); the poorest quality of Pages per Session (1.73); and the poorest quality of Average Session Duration (00:01:04).

4.2.1.3 Demographics of online users in the Conversion Funnel Stage

The Conversion Funnel Stage is represented by data related to the Goal Conversion Rate, Goal Completion, and Goal Value.

The findings show that 65+-year-olds had the best Goal Conversion Rate (4.62%); but the lowest Goal Value (\$300); and the lowest Goal Completions (3). In contrast, the age range of 45-54-year-olds had the lowest Goal Conversion Rate (1.92%); and the age range of 25-34-year-olds had the highest Goal Completions (84); and the worthiest Goal Value (\$4700).

In relation to gender, it is evident that females had the best Goal Conversion Rate (2.91%); but, the lowest Goal Value (\$3700); and the lowest Goal Completions (73), whereas males had had the highest Goal Completions (102); and the worthiest Goal Value (\$6400); but the lowest Goal Conversion Rate (2.27%).

In reference to the device used, the findings show that online users of tablets had the highest Goal Conversion Rate (1.95%); but the lowest Goal Completions (5); and the lowest Goal Value (\$300); whereas mobile phone users had the lowest Goal Conversion Rate (1.54%); and desktops had the best Goal Completions (235); and the worthiest Goal Value (\$11,900).

The key points from the data in Table 4.1 are summarised below for each of the study queries 1 to 3 and then discussed fully in Chapter 5. The findings are presented according to the Conversion Funnel stages, as explained in Chapter 2.

4.2.2 Study Query 1: How does Website Features Quality impact the Performance of the Website Default Channels in the Conversion Funnel Stages through Google Analytics?

This section presents the results of data collected to analyse the real-time responses of the default channels used by online users in the Conversion Funnel stages of Google Analytics. Table 4.2 presents the real-time responses of the Default Channels used by online users in each Conversion Funnel Stage. The key points from the data in Table 4.2 are summarised below and then discussed fully in Chapter 5. The findings are presented according to the Conversion Funnel stages, as explained in Chapter 2.

Table 4.2: Default channels and the real-time data from Google Analytics on the Conversion Kings website in 2017.

Conversion Funnel Stages	Acquisition Stage Metrics			Behaviour Stage Metrics			Conversions Stage Metrics		
	Returning Online Users	New Online Users	Returning Sessions	Bounce Rate	Pages per Session	Average Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Default Channel									
Direct	5558	5549	6949	89.50%	1.44	0:00:33	0.59%	35	\$1600
Organic Search	5106	4943	5932	62.31%	2.29	0:02:04	2.01%	140	\$6500
Paid Search	920	886	1037	76.08%	1.74	0:01:04	5.59%	58	\$4700
Referral	558	520	759	74.18%	2.18	0:01:44	3.82%	29	\$1200
Social	176	155	246	65.04%	2.3	0:02:09	1.22%	3	\$0
(Other), such as email	130	109	319	38.56%	3.34	0:05:11	1.57%	5	\$300
Total/Average	12310	12162	5243	73.96%	1.94	00:01:28	1.77%	270	\$14300

Source: Based on 2017 data from Google Analytics on the Conversion Kings website.

4.2.2.1 *Real-time responses of the Default Channels at the Acquisition Funnel Stage*

The real-time Google Analytics related to the default channels at the Acquisition Funnel Stage are determined in terms of the metrics: 1) returning online users; 2) new online users; and 3) the number of sessions.

The findings show that the direct channel had the highest number of returning online users (5558); new online users (5549) and sessions (6949), whereas (Other) channels, such as email, had the lowest number of returning online users (130); new online users (109) and sessions (319).

4.2.2.2 *Real-time responses of the Default Channels at the Behaviour Funnel Stage*

The impact of the Website Feature Quality on the performance of the website in the Behaviour stage is determined in terms of the metrics: 1) bounce rate; 2) pages per session; and 3) average session duration.

The findings show that during the Behaviour stage the Bounce rate is at its best in Other Default Channels, such as email, at 38.56% and is the poorest at Direct Default Channels at 89.50%.

It is also evident that during the Behaviour stage, the Pages per Session are the best in the Other Default Channels at 3.34; and the poorest at the Direct Default Channel at 1.44.

In addition, the findings show that during the Behaviour stage, the Average Session Duration is the best in the Other Default Channels at 0:05:11; and the poorest in the Direct Default Channel at 0:00:33.

4.2.2.3 *Real-time responses of the Default Channels at the Conversion Funnel Stage*

The real-time Google Analytics related to the default channels at the Conversion Funnel Stage is determined in terms of the metrics 1) goal Conversion Rate; 2) goal completions; and 3) goal value.

The findings show that the paid search channel had the highest percentage of goal Conversion Rate (5.59%); and the organic search channel had the highest number of goal completions (140) and worth of goal value (\$6,500), whereas the direct channel had the lowest percentage of goal Conversion Rate (0.59%) and the social channel had the lowest number of goal completions (3) and worth of goal value (\$0).

4.2.3 Study Query 2: How does Website Features Quality impact the Performance of the Website Landing Pages in the Conversion Funnel Stages through Google Analytics?

This section presents the results of the data collected to analyse the real-time responses of the Landing Pages used by online users in the Conversion Funnel Stages of Google Analytics. Table 4.3 presents the findings of the real-time responses of the Landing Pages at the Conversion Funnel Stages. The key points from the data in Table 4.3 are summarised below and then discussed fully in Chapter 5. The findings are presented according to the Conversion Funnel stage, as explained in Chapter 2.

Table 4.3: Landing pages and real-time data from Google Analytics on the Conversion Kings website in 2017.

Conversion Funnel Stages Landing page	Acquisition Metrics			Behaviour Metrics			Conversions Metrics		
	Returning Sessions	New Sessions	New Online Users	Bounce Rate	Pages per Session	Average Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
conversionkings.com.au/	8361	83.52%	6983	72.23%	2.02	00:01:27	1.08%	90	\$2600
conversionkings.com.au/ conversion-rate- optimisation/audit/convers ion-rate-optimisation/	1398	80.40%	1124	78.11%	1.66	00:01:12	7.08%	99	\$8800
conversionkings.com.au/ digital marketing/methodology/	504	78.97%	398	89.48%	1.24	00:01:01	0.40%	2	\$100
conversionkings.com.au/ conversion-rate- optimisation/about-us/	288	73.96%	213	51.74%	2.72	00:02:15	2.08%	6	\$200
conversionkings.com.au/ conversion-rate- optimisation/the-team/	288	46.88%	135	63.54%	2.27	00:02:06	0.00%	0	\$0

inst.webinstant-service.com/	231	89.18%	206	98.70%	1.41	00:00:14	0.00%	0	\$0
conversionkings.com.au/conversion-rate-optimisation/cro-specialities/ecommerce/	189	87.83%	166	84.13%	1.61	00:01:29	1.06%	2	\$100
conversionkings.com.au/conversion-rate-optimisation/cro-frameworks/	180	60.56%	109	80.00%	1.48	00:00:35	0.00%	0	\$0
conversionkings.com.au/ux/frameworks/	172	87.79%	151	92.44%	1.19	00:00:58	0.00%	0	\$0
conversionkings.com.au/conversion-rate-optimisation/cro-specialities/lead-generation/	157	91.72%	144	81.53%	1.40	00:00:40	3.82%	6	\$100
Total/Average	15243	79.79%	12162	73.96%	1.94	00:01:28	1.77%	270	\$14300

Source: Based on 2017 data from Google Analytics on the Conversion Kings website.

4.2.3.1 *Real-time responses of the Landing Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Acquisition Funnel Stage*

The real-time Google Analytics related to the landing pages at the Acquisition Funnel Stage is determined in terms of the metrics: 1) returning online users; 2) new online users; and 3) the number of sessions.

The findings show that the home page (conversionkings.com.au/) had the highest quantity of returning sessions (8361) and new online users (6983); and the sub-page in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/cro-specialities/lead-generation/) had the highest percentage of new sessions (91.72%), whereas the sub-page in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/cro-specialities/lead-generation/) had the lowest quantity of returning sessions (157); the team sub-page in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/the-team/) had the lowest percentage of new sessions (46.88%), and the sub-page of the frameworks in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/cro-frameworks/) had the lowest number of new online users (109).

4.2.3.2 *Real-time responses of the Landing Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Behaviour Funnel Stage*

The impact of the Website Feature Quality on the performance of the website in the Behaviour stage is determined in terms of the metrics: 1) bounce rate; 2) pages per session; and 3) average session duration.

The findings show that during the Behaviour stage the Bounce rate is at its best on the Landing Page of (conversionkings.com.au/conversion-rate-optimisation/about-us/) at 51.74% and is the poorest on the Landing Page of (inst.webinstant-service.com/) at 98.70%.

It is evident that during the Behaviour stage, the Pages per Session are best on the Landing Page (conversionkings.com.au/conversion-rate-optimisation/about-us/) at 2.72; and the poorest on the Landing Page (conversionkings.com.au/ux/frameworks/) at 1.19.

In addition, the findings show that during the Behaviour stage the Average Session Duration is the best on the Landing Page (conversionkings.com.au/conversion-rate-optimisation/about-us/) at 1.19.

[optimisation/about-us/](#)) at 00:02:15; and the poorest on the Landing Page ([inst.webinstant-service.com/](#)) at 00:00:14.

4.2.3.3 *Real-time responses of the Landing Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Conversion Funnel Stage*

The real-time Google Analytics related to the landing pages at the Conversion Funnel Stage is determined in terms of the metrics: 1) goal Conversion Rate; 2) goal completions; and 3) goal value.

The findings show that the audit sub-page in the Conversion Rate Optimisation page ([conversionkings.com.au/conversion-rate-optimisation/audit/conversion-rate-optimisation/](#)) had the highest percentage of goal Conversion Rate (7.08%); the number of goal completions (99) and worth of goal value (\$8800). In contrast, the four Landing Pages; team sub-page in the Conversion Rate Optimisation page ([conversionkings.com.au/conversion-rate-optimisation/the-team/](#)); the website service page ([inst.webinstant-service.com/](#)); the sub-page of frameworks in the User Experience page ([conversionkings.com.au/ux/frameworks/](#)); and the sub-page of frameworks in the Conversion Rate Optimisation page ([conversionkings.com.au/conversion-rate-optimisation/cro-frameworks/](#)) had the lowest percentage of goal Conversion Rate (0.00%); the number of goal completions (0); and the worth of goal value (\$0) all measuring zero on these metrics.

4.2.4 Study Query 3: How do Website Features Quality Exiting Pages impact the Performance of the Website in the Conversion Funnel Stages through Google Analytics?

This section presents the results of the data collected to analyse the real-time responses of the Exiting Pages used by online users in the Conversion Funnel Stages of Google Analytics.

Table 4.4 presents the findings of the real-time responses of the Exiting Pages at the Conversion Funnel Stages. The key points from the data in Table 4.4 are summarised below and then discussed fully in Chapter 5. The findings are presented according to the Conversion Funnel stage, as explained in Chapter 2.

Table 4.4: Exiting pages and real-time data from Google Analytics on the Conversion Kings website in 2017.

Conversion Funnel Stages Exiting page	Acquisition Metrics	Behaviour Metrics			Conversions Metrics		
	Entrance Points	Bounce Rate	Pageview	Unique Pageview	Average Session Duration	Exit Points	Page Value
conversionkings.com.au/	8361	72.23%	10018	8631	01:46:76	64.96%	\$0.31
conversionkings.com.au/conversion-rate-optimisation/audit/conversion-rate-optimisation/	1398	78.11%	1987	1700	02:14:57	65.58%	\$7.71
conversionkings.com.au/conversion-rate-optimisation/the-team/	288	63.54%	1386	1037	02:13:31	50.65%	\$0.29
conversionkings.com.au/conversion-rate-optimisation/about-us/	288	51.74%	950	748	01:14:85	31.16%	\$0.53
conversionkings.com.au/conversion-rate-optimisation/	57	42.11%	612	463	01:55:71	25.98%	\$0.86

conversionkings.com.au/digital-marketing/methodology/	504	89.48%	594	523	04:71:40	84.85%	\$0.19
conversionkings.com.au/ux/	140	67.63%	559	405	01:40:75	33.09%	\$1.23
conversionkings.com.au/conversion-rate-optimisation/contact/	50	60.00%	485	409	01:63:30	33.61%	\$0.98
conversionkings.com.au/client-portfolio/	33	39.39%	455	339	01:75:08	30.77%	\$1.18
conversionkings.com.au/conversion-rate-optimisation/locations/	34	64.71%	426	343	00:78:00	25.35%	\$0.87
Total/Average	11153	62.89%	1747.2	1459.8	01:87:48	44.60%	\$14.17

Source: Based on 2017 data from Google Analytics on the Conversion Kings website.

4.2.4.1 *Real-time responses of the Exiting Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Acquisition Funnel Stage*

The real-time Google Analytics related to the exiting pages at the Acquisition Funnel Stage is determined in terms of the metric of entrance points, which is when visitors and online users enter and land on the website.

The findings show that the Home page (conversionkings.com.au/) had the highest number of entrance points (8361). However, the client portfolio sub-page (conversionkings.com.au/client-portfolio/) had the lowest number of entrance points (57).

4.2.4.2 *Real-time responses of the Exiting Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Behaviour Funnel Stage*

The impact of the Website Feature Quality on the performance of the website in the Behaviour stage is determined in terms of the metrics: 1) bounce rate; 2) pageview; 3) unique pageview; and 4) average session duration.

The findings show that during the Behaviour stage the Bounce rate was at its best on the Exiting Page of (conversionkings.com.au/client-portfolio/) at (39.39%); but it was the poorest on the Exiting Page ([conversionkings.com.au/digital marketing/methodology/](https://conversionkings.com.au/digital-marketing/methodology/)) at (89.48%).

It is evident that during the Behaviour stage, for Pageview, the best Exiting Page was (conversionkings.com.au/) at (10018); but the poorest was (conversionkings.com.au/conversion-rate-optimisation/locations/) at (426).

In addition, for Unique Pageview, the findings show that during the Behaviour stage the best Exiting Page was (conversionkings.com.au/) at (8631); but the poorest Exiting Page of (conversionkings.com.au/conversion-rate-optimisation/locations/) at (343).

Moreover, the findings further indicate that during the Behaviour stage the Average Session Duration is the highest in the Exiting Page of ([conversionkings.com.au/digital marketing/methodology/](https://conversionkings.com.au/digital-marketing/methodology/)) at (04:71:40); but, the poorest in the Exiting Page (conversionkings.com.au/conversion-rate-optimisation/locations/) at (00:78:00).

4.2.4.3 *Real-time responses of the Exiting Pages (home page, conversion rate optimisation page and free analysis and audit page) used by online users in the Conversion Funnel Stage*

The real-time responses from Google Analytics related to exiting pages at the Conversion Funnel Stage are determined in terms of the metrics: 1) exit; and 2) page value.

The findings show that the locations sub-page in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/locations/) had the lowest

percentage of exit points (25.35%), whereas the digital marketing methodology page (conversionkings.com.au/digital-marketing/methodology/) had the highest percentage of exit points (84.85%). The findings also show that the audit sub-page in the Conversion Rate Optimisation page (conversionkings.com.au/conversion-rate-optimisation/audit/conversion-rate-optimisation/) had the highest worth of page value (\$7.71), whereas the digital marketing methodology page had the lowest worth of page value (\$0.19).

4.2.5 Summary of Google Analytics Findings

Descriptive findings suggest that males aged 25-34 years who used desktops were more aware of offers and services in searching for knowledge and general information; more likely to be converted into customers through goal completions; and demonstrated worthier goal value compared to tablet and mobile phone users, females and users in other age ranges. In contrast, females aged 65+ years who used a tablet were more often converted into customers, measured by goal Conversion Rate, compared to desktop and mobile phone users, males and other age ranges.

The findings showed that during the Acquisition stage online users coming through the direct channel, visiting and entering the Home page were more aware in searching for knowledge and general information compared to other channels, landing and exiting pages on the Conversion Kings website. The findings showed that during the Behaviour stage online users coming through (Other) channels, such as email; the client portfolio sub-page; and the digital marketing methodology page were more engaged in browsing specific information and details compared to other channels, landing and exiting pages.

The findings showed that during the Conversion stage online users coming through the paid search channel and the Free Analysis and Audit page were more frequently converted into customers as measured by the Goal Conversion Rate, whereas those coming through the organic search channel and the Free Analysis and Audit page were more often converted into customers through the goal completions; and were worthier through goal value as compared to other channels and Landing and Exiting Pages. Online users who left the Conversion Kings website through the locations sub-page in the Conversion Rate Optimisation page were more constant in staying for a long time on website pages in terms of exit points from the Conversion Kings website compared to other exiting pages.

The next section discusses the results of data from Heat Maps, which includes the Home page at the acquisition stage, Conversion Rate Optimisation at the behaviour stage and the Free Analysis and Audit page at the conversion stage.

4.3 FINDINGS OF HEAT MAPS

This section presents the results of Heat Maps. In particular, the comparison between the interaction data and the different devices used in each Conversion Funnel Stage are presented. The interaction data includes the Home page at the acquisition stage, the Conversion Rate Optimisation page at the behaviour stage and the Free Analysis and Audit page at the conversion stage.

In order to achieve Research Objective 2, research Question 2 was analysed: How does Website Features Quality impact the experience of online users, including: (i) Visitor Acquisition (ii) Online User Behaviour and (iii) Conversion Rate Optimisation of the Lead Generation website? The results of the analyses of Heat Maps are reported for each of the Study Queries which contribute to answering Research Question 2.

4.3.1 Descriptive statistics

The interaction data is determined in terms of the clicks or taps, movements and scrolls of online users. This data is investigated for different devices used by online users: desktops, tablets and mobile phones. Table 4.5 and Images 4.1, 4.2, 4.3, 4.8, 4.9, 4.10 4.15, 4.16 and 4.17 (Appendix A) show how the interaction frequencies of visitors and online users compare for desktops, tablets and mobile phones at the Conversion Funnel Stages.

Table 4.5 and Images 4.1, 4.8 and 4.15 (Appendix A) show that the total number of clicks or taps on desktops through the Conversion Funnel stages is (1733). For Mobile Phones, the total number of Taps was (89); and for Tablet Taps totalled (15). Table 4.5 and Images 4.1, 4.2 and 4.3 (Appendix A) also show the breakdown of the total number of clicks or taps across the stages of the Conversion Funnel for each of these three devices: in the acquisition stage (1360); in the behaviour stage (388); and in the conversion stage (89).

Table 4.5: The total number of clicks and taps of Heat Maps through each Conversion Funnel Stages using three devices.

Conversion Funnel Stages	Device			Total of Clicks or Taps on each Page
	Desktop Clicks and Taps	Tablet Taps	Mobile Phone Taps	
Acquisition Stage	1296	6	58	1360
Behaviour Stage	361	4	23	388
Conversion Stage	76	5	8	89
Total	1733	15	89	

Source: The observation of click and tap Heat Maps on three pages of the Conversion Kings website through three devices.

Data on the Desktop Movements in the three Conversion Funnel Stages are shown in Table 4.6 and Image 4.4 (Appendix A). The findings indicate that the number of Desktop Movements in the Acquisition Stage (Home page) was 38796; in the Behaviour Stage (Conversion Rate Optimisation Page) was 29910; and for the Conversion Stage (Free Analysis and Audit) was 2106.

Table 4.6: The movement data of Heat Maps on three pages of the Conversion Kings website through the desktop.

Page	Desktop Movements: Interaction Points
Home	38796
Conversion Rate Optimisations	29910
Free Analysis and Audit	2106
Total	70812

Source: The observation of movement Heat Maps on three pages of the Conversion Kings website through the desktop.

4.3.2 Study Query 4: What are the real-time responses of online users on the Home page in the Acquisition Stage in relation to the type of device through Heat Maps?

The Acquisition Funnel Stage is investigated through the Home page, which provides general information about the offers and services of the Conversion Kings website to the online user. The Experience of online users is determined in terms of Clicks or Taps; and Desktop Movements and Scrolls on the Home page. Table 4.5 and Images 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 and 4.7 (Appendix A) show how the interaction frequencies data of visitors and online users occurred on this page. The findings of the frequencies are presented, followed by the movements in Heat Maps and findings of the scrolls.

The frequencies of clicks or taps varied significantly according to the different devices used.

Table 4.5 indicates that in the Acquisition Stage on the Home Page, the total number of Desktop Clicks or taps was 1360. Of these, the vast majority were Desktop Clicks and Taps 1296; with Tablet Taps being only 6, and Mobile Taps accounting for 58. Images 4.1, 4.2 and 4.3 (Appendix A) show the visualised detail of this data.

The movement data also needs to be considered according to the Home page of desktops, which represent the Acquisition Funnel Stage.

Table 4.6 and Image 4.4 (Appendix A) indicates that the first (highest) level of interaction points of device movements on the website by visitors and online users occurs on the Home page of the website. The high probability of interaction here is expected because this is the Home page of the website where visitors and online users tend to go first to find knowledge and general information about the agency. From another perspective, this high number of interactions could come due to content on the Home page being of low quality on the website and being perceived as not relevant to what visitors and online users are looking for, prior to their moving to the Conversion Rate Optimisation page or the Free and Audit page or even leaving the website. The high number of movement interactions is an indication that an area needs more attention by website developers, designers analysts.

The scroll frequencies are now presented according to different devices.

Table 4.7 presents the attention of visitors and online users on the Home page through three devices. The above the fold refers to (51%-100%) of pages or the first and second sections of it, whereas the below the fold refers to (0%-50%) of pages or the third and fourth sections of it.

Table 4.7: The attention of visitors and online users on the Home page through three devices.

Reducing and losing the attention and concentration →				
Section	First Section: Most Attention (76%-100%) seen	Second Section: More Attention (51%-75%) seen	Third Section: Less Attention (25%-50%) seen	Fourth Section: Least Attention (0%-25%) seen
Device				
Desktops	Above the fold	Some above the fold and some below the fold	Below the fold	Below the fold
Tablets	Above the fold	Above the fold	Below the fold	Below the fold
Mobile Phones	Above the fold	Above the fold	Above the fold	Below the fold

Source: Based on the experiment of the Heat Map visualisation on the Home page conducted in 2018. **Where: above the fold or the first and second sections of the page, whereas below the fold or the third and fourth sections of the page.**

Images 4.5, 4.6 and 4.7 (Appendix A) present the attention of visitors and online users on the Home page through desktops. Table 4.7 shows that visitors and online users focused on (35%) of the above the fold of the Home page through desktops. This (35%) included the whole of the first section (0%-25%) and some of the second section (25%-50%). However, other visitors and online users focused on (65%) of the below the fold of the Home page through desktops. This (65%) included some of the second section (25%-50%), the whole of the third section (51%-75%) and the whole of the fourth section (76%-100%).

Images 4.5, 4.6 and 4.7 (Appendix A) present the attention of visitors and online users on the Home Page through Tablets. Table 4.7 shows that visitors and online users focused on (50%) of the above the fold of the Home page through tablets. This (50%) included the whole of the first section (0%-25%) and the whole of the second section (25%-50%). However, other visitors and online users focused on another (50%) of the below the fold of the Home page through tablets. This (50%) included the whole of the third section (51%-75%) and the whole of the fourth section (76%-100%).

Images 4.5, 4.6 and 4.7 (Appendix A) present the attention of visitors and online users on the Home page through mobile phones. Table 4.7 shows that visitors and online

users focused on (50%) of the above the fold and (25%) of the below the fold of the Home page through mobile phones. This (75%) included the whole of the first section (0%-25%), the whole of the second section (25%-50%) and the whole of the third section (51%-75%) of. However, other visitors and online users focused on (25%) of the below the fold of the Home page through mobile phones. This (25%) included the whole of the fourth section (76%-100%).

It was evident that online users in the Acquisition Stage (Home Page) indicate Most Attention on Desktops, Tablets and Mobile Phone websites Above the Fold (76-100%); and it was further noted that online users Least Attention on Desktops, Tablets and Mobile Phone websites are Below the Fold (0-25%).

The scroll relationships are now presented according to different devices.

Table 4.8 presents the percentage and number of visitors; the number of pixels; and the percentage of the scrolls on the Home page of the Conversion Kings website.

Table 4.8: Relationships between the devices (desktops, tablets and mobile phones) and the percentage and number of visitors; the number of pixels; and the percentage of the scrolls on the Home page of the Conversion Kings website.

Devices	Percentage of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.000	0.000
Tablets	-	-	1.000
Mobile Phones	-	-	-
Devices	Number of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.000	0.000
Tablets	-	-	1.000
Mobile Phones	-	-	-
Devices	Number of Pixels		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.000	0.000
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Percentage of Scroll		
	Desktops	Tablets	Mobile Phones

Desktops	-	1.000	1.000
Tablets	-	-	1.000
Mobile Phones	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Home page conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.5, 4.6 and 4.7 (Appendix A) present the percentage of visitors and the number of visitors who landed on the Home page through desktops, tablets and mobile phones. Table 4.8 shows that there were relationships between the percentage of visitors and the number of visitors on the Home page when different visitors and online switched from desktops to mobile phones through tablets. The percentage of visitors and the number of visitors change when the devices (desktops and mobile phones) of visitors and online change too. However, there were no relationships between the percentage of visitors and the number of visitors on the Home page when they switched from tablets to mobile phones.

Images 4.5, 4.6 and 4.7 (Appendix A) present the number of pixels on the Home page through desktops, tablets and mobile phones. Table 4.8 shows that there were relationships between the number of pixels on the Home page when different visitors and online users switched from desktops to mobile phones through tablets and from tablets to mobile phones. The number of pixels changed when the devices of victors and online changed too.

Images 4.5, 4.6 and 4.7 (Appendix A) present the percentage of the scrolls on the Home page through desktops, tablets and mobile phones. Table 4.8 shows that there were no relationships between the percentage of scrolls on the Home page when different visitors and online users switched from desktops to mobile phones through tablets and from tablets to mobile phones.

It was evident in the Acquisition Stage (Home Page) that the Percentage and Number of Visitors differ depending on the type of device (Desktops and Mobile Phones) except Tablets. This was evidenced by the Number of Visitors and Page Pixels being different between Desktops, Tablets and Mobile Phones. However, the Percentage of Scroll was the same irrespective of device type.

The scroll relationships are now presented according to different page sections.

Table 4.9 presents sections of the page (1%-25%), (26%-50%), (51%-75%) and (76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels.

Table 4.9: The relationship between sections of the page (1%-25%), (26%-50%), (51%-75%) and (76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels on the Home page of the Conversion Kings website.

Sections of the Page Seen	Percentage of Visitors			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.057	0.000
51%-75%	-	-	-	0.048
76%-100%	-	-	-	-
Sections of the Page Seen	Number of Visitors (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.057	0.000
51%-75%	-	-	-	0.048
76%-100%	-	-	-	-
Sections of the Page Seen	Percentage of Scroll			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Sections of the Page Seen	Number of Pixels (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Home page conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.5, 4.6 and 4.7 (Appendix A) present the percentage of visitors; the number of visitors; the percentage of the scroll; and the number of pixels on the Home page through desktops, tablets and mobile phones.

Table 4.9 shows that there were relationships between the percentage of visitors; the number of visitors; the percentage of the scroll; and the number of pixels on the Home page and when online users:

1) firstly, visited sections 1, 2 and 3 (1%-25%), (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%);

2) firstly, visited sections 2 and 3 (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%); or,

3) firstly, visited section 3 (51%-75%); and lastly visited section 4 (76%-100%).

It was evident that online users in the Acquisition Stage (Home Page) indicate that the Percentage of Visitors and Page Scrolls and Number of Visitors and Page Pixels are different on the Sections of the Page between the type of devices (Desktops, Tablets and Mobile Phones).

4.3.3 Study Query 5: What are the real-time responses of online users on the Conversion Rate Optimisation page in the Behaviour Stage in relation to the type of device through Heat Maps?

The Behaviour Funnel Stage is investigated in terms of the Conversion Rate Optimisation page, which provides specific information and details about the offers and services of the Conversion Kings website to the online user. The Experience of online users on this page is determined in terms of Clicks or Taps; and Desktop Movements and Scrolls on the Conversion Rate Optimisation page. Table 4.5 and Images 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 and 4.14 (Appendix A) show how the interaction frequencies data of visitors and online users occurred the Conversion Rate Optimisation page. The findings of the frequencies are presented first, followed by the movements in Heat Maps and then the findings of the scrolls.

The frequencies of click or taps varied significantly according to different devices used.

Table 4.5 indicates that in the Behaviour Stage on the Conversion Rate Optimisation Page, the total number of Desktop Clicks or taps was 388. Of these, 361 were Desktop

Clicks and Taps; 4 were Tablet Taps are, and 23 were Mobile Phone Taps. Images 4.8, 4.9 and 4.10 (Appendix A) show more details.

The movement data also needs to be considered according to the Conversion Rate Optimisation page of desktops, which represent the Behaviour Funnel Stage.

Table 4.6 and Image 4.11 (Appendix A) indicates that the second (average) level of interaction points of desktop movements on the website by visitors and online users has occurred on the Conversion Rate Optimisation page. The probability of the average level of interaction demonstrated on the Conversion Rate Optimisation page of the website may be because whilst visitors and online users can find specific information and details on this page, its content was not essential for visitors and online users compared with the Home page, which recorded the highest number of movements. The average number of movement interactions is an indication that an area still needs attention by website developers, designer and analysts.

The scroll frequencies are now presented according to different devices on the Conversion Rate Optimisation page.

Table 4.10 presents the attention of visitors and online users on the Conversion Rate Optimisation page through three devices. The above the fold refers to (51%-100%) of pages or the first and second sections of it, whereas the below the fold refers to (0%-50%) of pages or the third and fourth sections of it.

Table 4.10: The attention of visitors and online users on the Conversion Rate Optimisation page through three devices.

Reducing and losing the attention and concentration →				
Section	First Section: Most Attention (76%-100%) seen	Second Section: More Attention (51%-75%) seen	Third Section: Less Attention (25%-50%) seen	Fourth Section: Least Attention (0%-25%) seen
Desktops	Above the fold	Some above the fold and some below the fold	Below the fold	Below the fold
Tablets	Above the fold	Above the fold	Below the fold	Below the fold

Mobile Phones	Above the fold	Above the fold	Some above the fold and some below the fold	Below the fold
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Source: Based on the experiment of the Heat Map visualisation on the Conversion Rate Optimisation conducted in 2018. **Where: above the fold or the first and second sections of the page, whereas below the fold or the third and fourth sections of the page.**

Image 4.12, 4.13 and 4.14 (Appendix A) represent the attention of visitors and online users on the Conversion Rate Optimisation Page through desktops. Table 4.10 shows that visitors and online users focused on (35%) of the above the fold of the Conversion Rate Optimisation page through desktops. This (35%) included the whole of the first section (0%-25%) and some of the second section (25%-50%). However, other visitors and online users focused on (65%) of the below the fold of the Home page through desktops. This (65%) included some of the second section (25%-50%), the whole of the third section (51%-75%) and the whole of the fourth section (76%-100%).

Images 4.12, 4.13 and 4.14 (Appendix A) present the attention of visitors and online users of tablets on the Conversion Rate Optimisation Page. Table 4.10 shows visitors and online users focused on (50%) of the above the fold of the Conversion Rate Optimisation page through tablets. This (50%) included the whole of the first section (0%-25%) and the whole of the second section (25%-50%). However, other visitors and online users focused on another (50%) of the below the fold of the Conversion Rate Optimisation page through tablets. This (50%) included the whole of the third section (51%-75%) and the whole of the fourth section (76%-100%).

Images 4.12, 4.13 and 4.14 (Appendix A) present the attention of mobile phone visitors and online users on the Conversion Rate Optimisation Page. Table 4.10 shows that visitors and online users focused on (50%) of the above the fold and (15%) of the below the fold of the Conversion Rate Optimisation page through mobile phones. This (65%) included the whole of the first section (0%-25%), the whole of the second section (25%-50%) and some of the third section (51%-75%). However, other visitors and online users focused on (35%) of the below the fold of the Conversion Rate Optimisation page through mobile phones. This (35%) included some of the third section (51%-75%) and the whole of the fourth section (76%-100%).

It was evident that online users in the Behaviour Stage (Conversion Rate Optimisation Page) indicate Most Attention on Desktops, Tablets and Mobile Phone

websites Above the Fold (76-100%); and it was further noted that online users Least Attention on Desktops, Tablets and Mobile Phone websites are Below the Fold (0-25%).

The scroll relationships are now presented according to different devices on the Conversion Rate Optimisation page.

Table 4.11 presents the percentage and number of visitors; the number of pixels; and the percentage of the scrolls on the Conversion Rate Optimisation page of the Conversion Kings website.

Table 4.11: The relationship between the devices (desktops, tablets and mobile phones) and the percentage and number of visitors; the number of pixels; and the percentage of the scrolls on the Conversion Rate Optimisation page of the Conversion Kings website.

Devices	Percentage of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.001	0.000
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Number of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.001	0.000
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Number of Pixels		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.000	0.000
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Percentage of Scroll		
	Desktops	Tablets	Mobile Phones
Desktops	-	1.000	1.000
Tablets	-	-	1.000
Mobile Phones	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Conversion Rate Optimisation conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.12, 4.13 and 4.14 (Appendix A) represent the percentage and number of visitors who accessed the Conversion Rate Optimisation page through desktops, tablets and mobile phones. Table 4.11 shows that there were relationships between the percentage and number of visitors on the Conversion Rate Optimisation page when different online users switched from desktops to mobile phones through tablets and from tablets to mobile phones.

Images 4.12, 4.13 and 4.14 (Appendix A) present the percentage of the scroll on the Conversion Rate Optimisation page through desktops, tablets and mobile phones. Table 4.11 shows that there was no relationship between the percentage of the scroll on the Conversion Rate Optimisation page when different visitors and online switched from desktops to mobile phones or tablets and from tablets to mobile phones.

Images 4.12, 4.13 and 4.14 (Appendix A) present visual representations of the number of pixels on the Conversion Rate Optimisation page when accessed through desktops, tablets and mobile phones. Table 4.11 shows that there were relationships between the number of pixels on the Conversion Rate Optimisation page when different visitors and online switched from desktops to mobile phones or tablets and from tablets to mobile phones.

It was evident that for online users in the Behaviour Stage (Conversion Rate Optimisation Page) the Percentage and Number of Visitors differ according to the type of devices (Desktops, Tablets and Mobile Phones). Similarly, the Number of Visitors and Page Pixels was different between Desktops, Tablets and Mobile Phones; but the Percentage of Scroll was consistent regardless of the type of device used.

The scroll relationships are now presented according to different page sections of the Conversion Rate Optimisation page.

Table 4.12 presents sections of the page (1%-25%), (26%-50%), (51%-75%) and (76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels.

Table 4.12: The relationship between sections of the page (1%-25%), (26%-50%), (51%-75%) and (76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels on the Conversion Rate Optimisation page of the Conversion Kings website.

Sections of the Page Seen	Percentage of Visitors			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.004	0.000	0.000
26%-50%	-	-	0.165	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Sections of the Page Seen	Number of Visitors (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.004	0.000	0.000
26%-50%	-	-	0.165	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Sections of the Page Seen	Percentage of Scroll			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Sections of the Page Seen	Number of Pixels (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Conversion Rate Optimisation conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.12, 4.13 and 4.14 (Appendix A) represent the percentage of visitors; the number of visitors; the percentage of the scroll; and the number of pixels on the Conversion Rate Optimisation page attained through desktops, tablets and mobile phones.

Table 4.12 shows there were relationships between the percentage of visitors; the number of visitors; the percentage of the scroll; and the number of pixels on the Conversion Rate Optimisation page and when online users:

1) firstly, visited sections 1, 2 and 3 (1%-25%), (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%);

2) firstly, visited sections 2 and 3 (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%); or,

3) firstly, visited section 3 (51%-75%); and lastly visited section 4 (76%-100%).

However, there was no relationship between the percentage of visitors and number of visitors when online users firstly visited section 2 (26%-50%); and lastly visited section 4 (76%-100%).

It was evident that for online users in the Behaviour Stage (Conversion Rate Optimisation Page) the Percentage of Visitors and Page Scrolls and Number of Visitors and Page Pixels were different on the Sections of the Page for the differing types of devices (Desktops, Tablets and Mobile Phones).

4.3.4 Study Query 6: What are the real-time responses of online users on the Free Analysis and Audit page in the Behaviour Stage in relation to the type of device through Heat Maps?

The Conversion Funnel Stage is investigated in terms of the Free Analysis and Audit page, which consists of trials or tests that online users may choose to undertake through converting into customers on the website. The Experience of online users is determined in terms of Clicks or Taps; and Desktop Movements and Scrolls on the Free Analysis and Audit page. Tables 4.5 and 4.6 and Images 4.15, 4.16, 4.17, 4.18, 4.19, 4.20 and 4.21 (Appendix A) show how the interaction frequencies data of visitors and online users have occurred on the Free Analysis and Audit page. The findings of the frequencies are presented first, followed by the movements in Heat Maps and then the findings of the scrolls.

The frequencies of click or taps varied significantly according to different devices used.

Table 4.5 indicates that in the Conversion Stage on the Free Analysis and Audit Page, the total number of Desktop Clicks or taps was 89. Of these, 76 were Desktop Clicks and Taps; 5 were Tablet Taps; and 8 were Mobile Phones Taps. Images 4.15, 4.16 and 4.17 (Appendix A) show more details.

The movement data also needs to be considered according to the Free Analysis and Audit page of desktops, which represent the Conversion Funnel Stage.

Table 4.7 and Image 4.18 (Appendix A) indicate that the third (lowest) level of interaction points of desktop movements on the website by visitors and online users has occurred on the Free Analysis and Audit page of the website. The probability of the lowest level of interaction demonstrated on the Free Analysis and Audit page of the website may be because whilst visitors and online users try trials or tests, its content did not need more attention from visitors and online users in terms of reading and understanding the content compared with the Home page or the Conversion Rate Optimisation, which recorded the highest number of movements; and the average number of movements. The lowest number of movement interactions is an indication that an area needs less attention by website developers, designers analysts compared to the highest and average levels on other pages of the website.

The scroll frequencies are now presented according to different devices on the Free Analysis and Audit page.

Table 4.13 presents the attention of visitors and online users on the Free Analysis and Audit page through three devices. The above the fold refers to (51%-100%) of pages or the first and second sections of it, whereas the below the fold refers to (0%-50%) of pages or the third and fourth sections of it.

Table 4.13: The attention of visitors and online users on the Free Analysis and Audit page thought three devices.

Reducing and losing the attention and concentration —————>				
Section	First Section: Most Attention 76%-100% seen	Second Section: More Attention 51%-75% seen	Third Section: Less Attention 25%-50% seen	Fourth Section: Least Attention 0%-25% seen
Desktops	Above the fold	Above the fold	Some above the fold and some below the fold	Below the fold
Tablets	Above the fold	Above the fold	Above the fold	Some above the fold and some below the fold
Mobile Phones	Above the fold	Above the fold	Above the fold	Some above the fold and some below the fold

Source: Based on the experiment of the Heat Map visualisation on the Free Analysis and Audit conducted in 2018. **Where: above the fold or the first and second sections of the page, whereas below the fold or the third and fourth sections of the page.**

Images 4.19, 4.20 and 4.20 (Appendix A). These visualisations represent the attention of desktop visitors and online users on the Free Analysis and Audit Page. Table 4.13 shows that visitors and online users focused on (65%) of the above the fold of the Free Analysis and Audit page through desktops. This (65%) indicated the whole of the first section (0%-25%), the second section (25%-50%) and some of the third section (51%-75%). However, other visitors and online users focused on (35%) of the below the fold of the Free Analysis and Audit page. This (65%) indicated some of the third section (51%-75%) and the whole of the fourth section (76%-100%).

Images 4.19, 4.20 and 4.21 (Appendix A) represent the attention of visitors and online users of tablets on the Free Analysis and Audit Page. Table 4.13 shows that visitors and online users focused on (85%) of the above the fold of the Free Analysis and Audit page through tablets. This (85%) included the whole of the first section (0%-25%), the whole of the second section (25%-50%), the whole of the third section (51%-75%) and some of the fourth section (76%-100%). However, visitors and online users of tablets focused on (15%)

of the below the fold of the Free Analysis and Audit page. This (15%) included some of the fourth section (76%-100%).

Images 4.19, 4.20 and 4.21 (Appendix A) represent the attention of visitors and online users of tablets on the Free Analysis and Audit Page. Table 4.13 shows that visitors and online users focused on (85%) of the above the fold of the Free Analysis and Audit page through mobile phones. This (85%) included the whole of the first section (0%-25%), the whole of the second section (25%-50%), the whole of the third section (51%-75%) and some of the fourth section (76%-100%). However, visitors and online users of tablets focused on (15) of the below the fold of the Free Analysis and Audit page. This (15%) included some of the fourth section (76%-100%).

It was evident that online users in the Conversion Stage (Free Analysis and Audit Page) indicate Most Attention on Desktops, Tablets and Mobile Phone websites Above the Fold (76-100%); and it was further noted that online users Least Attention on Desktops, Tablets and Mobile Phone websites are Above and Below the Fold (0-25%).

The scroll relationships are now presented according to different devices on the Free Analysis and Audit page.

Table 4.14 presents the percentage and number of visitors; the number of pixels; and the percentage of the scrolls on the Free Analysis and Audit page of the Conversion Kings website.

Table 4.14: The relationship between the devices (desktops, tablets and mobile phones) and the percentage of the scrolls number of pixels and percentage and number of visitors on the Free Analysis and Audit page of the Conversion Kings website.

Devices	Percentage of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.01	0.004
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Number of Visitors		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.01	0.004
Tablets	-	-	0.000
Mobile Phones	-	-	-
Devices	Percentage of Scroll		
	Desktops	Tablets	Mobile Phones
Desktops	-	1.000	1.000
Tablets	-	-	1.000
Mobile Phones	-	-	-
Devices	Number of Pixels		
	Desktops	Tablets	Mobile Phones
Desktops	-	0.000	0.000
Tablets	-	-	0.000
Mobile Phones	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Free Analysis and Audit conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.19, 4.20 and 4.21 (Appendix A) represent percentage and number of visitors on the Free Analysis and Audit page who used desktops, tablets and mobile phones. Table 4.14 shows that there were relationships between the percentage and number of visitors on the Free Analysis and Audit page when different online users switched from desktops to mobile phones to tablets and from tablets to mobile phones.

Images 4.19, 4.20 and 4.21 (Appendix A) represent the percentage of the scroll on the Free Analysis and Audit page by online users of desktops, tablets and mobile phones. Table 4.14 shows that there were no relationships between the percentage of the scroll on

the Free Analysis and Audit page when different online users switched from desktops to mobile phones or tablets and from tablets to mobile phones.

Images 4.19, 4.20 and 4.21 (Appendix A) represent the number of pixels on the Free Analysis and Audit page for online users of desktops, tablets and mobile phones. Table 4.14 shows that there were relationships between the number of pixels on the Free Analysis and Audit page when different online users switched from desktops to mobile phones or tablets and from tablets to mobile phones.

It was evident that for online users in the Conversion Stage (Free Analysis and Audit Page) that the Percentage of Visitors and Number of Visitors and Page Pixels are different depending on the type of device (Desktops, Tablets and Mobile Phones); but, the Percentage of Scroll is the same for Desktops, Tablets and Mobile Phones.

The scroll relationships are now presented according to different page sections of the Free Analysis and Audit page.

Table 4.21 presents sections of the page (1%-25%), (26%-50%), (51%-75%) and (76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels.

Table 4.15: The relationship between sections of the page (1%-25%, 26%-50%, 51%-75% and 76%-100%) and the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels on the Free Analysis and Audit page of the Conversion Kings website.

Section of the Page Seen	Percentage of Visitors			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.057	0.000	0.000
26%-50%	-	-	0.007	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Section of the Page Seen	Number of Visitors (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.057	0.000	0.000
26%-50%	-	-	0.007	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Sections of the Page Seen	Percentage of Scroll			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-
Section of the Page Seen	Number of Pixels (Estimated in Percentage)			
	(1%-25%)	(26%-50%)	(51%-75%)	(76%-100%)
1%-25%	-	0.000	0.000	0.000
26%-50%	-	-	0.000	0.000
51%-75%	-	-	-	0.000
76%-100%	-	-	-	-

Source: Based on the experiment of the Heat Map visualisation on the Free Analysis and Audit conducted in 2018. Where: P-value < 0.05 significant level.

Images 4.19, 4.20 and 4.21 (Appendix A) present the percentage of visitors; the number of visitors; the percentage of the scrolls; and the number of pixels on the Free Analysis and Audit page for desktops, tablets and mobile phones.

Table 4.15 shows that there were relationships between the percentage of visitors; the number of visitors; the percentage of the scroll; and the number of pixels on the Free Analysis and Audit page and when online users:

1) firstly, visited sections 1, 2 and 3 (1%-25%), (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%);

2) firstly, visited sections 2 and 3 (26%-50%), (51%-75%); and lastly visited section 4 (76%-100%); or,

3) firstly, visited section 3 (51%-75%); and lastly visited section 4 (76%-100%).

It was evident that for online users in the Conversion Stage (Free Analysis and Audit Page) the Percentage of Visitors and Page Scrolls and Number of Visitors and Page Pixels are different on the Sections of the Page dependent on the type of device used (Desktops, Tablets and Mobile Phones).

4.3.5 Summary of Heat Maps Findings

Descriptive findings showed that the total number of clicks or taps and the number of interaction points of movement are different depending on the type of device used. Desktops showed higher numbers of clicks or taps than mobile phones and tablets on the three pages of the Conversion Kings website.

The findings showed that the total number of clicks or taps and the number of interaction points of movement vary depending on the Conversion Funnel Stage. That is the total number of interaction points of movements through three devices at the Acquisition Stage (Home page) was higher than the total number of clicks or taps and the total number of interaction points of movements at the Acquisition Stage (Conversion Rate Optimisation page) and at the Acquisition Stage (Free Analysis and Audit page).

The results further indicated that the percentage and number of visitors, the number of pixels, and the level of attention of the online user differ, depending on the Conversion Funnel Stage. This was evidenced by relationships between the percentage and number of visitors and the number of pixels, and the switching of online users from desktops to mobile phones or tablets on the Home page and the Conversion Rate Optimisation page. It was found that visitors and online users were reducing and losing their attention while they scrolled down on the Home page; the Conversion Rate Optimisation page; and the Free Analysis and Audit page. This reduction and loss of attention were different for desktops, tablets and mobile phones.

The findings showed that during the Conversion Funnel Stages there was no relationship between the percentage of the scroll and the switching of online users from desktops to mobile phones or tablets on the Home page; the Conversion Rate Optimisation page; nor the Free Analysis and Audit page. There were relationships between the percentage and number of visitors, percentage of scroll and number of pixels and the moving of online users among the four sections (being 1%-25%, 26%-50%, 51%-75% and 76%-100% of the website pages) on the Home page; the Conversion Rate Optimisation page; and the Free Analysis and Audit page. The next section discusses the results of data related to preferences of visitors and online users on the Conversion Funnel, including the acquisition stage, behaviour stage and conversion stage, utilising 2017 data from the Conversion Kings website.

4.4 FINDINGS OF THE CONVERSION FUNNEL

In order to achieve Research Objective 3, Research Question 3 was analysed: Which Website Features Quality preferences of visitors and online users impact in the Conversion Funnel stages, including: (i) acquisition, (ii) behaviour, and (iii) conversion of the Lead Generation website? The results arising from the survey of online user preferences are reported for each of the Study Queries related to Research Question 3.

4.4.1 Descriptive Statistics on the Demographic Profile of Participants

This section provides a summary of the descriptive statistics in relation to first, the demographic data; and second, the elements used in this study. Table 4.16 shows the demographic profile of the participants. The demographic data indicates that half the number of respondents who completed the online survey came from Australia and the other half from the United States; most respondents had not been to the Conversion Kings website previously; were private individuals rather than professionals with interest in the Lead Generation websites; and earned less than 10 million Australian Dollars per year.

Table 4.16: Demographic profile of participants, including frequency and mode.

Demographics	Frequency in Percentage (%)	Mode
Country		
1- Australia	50	1
2- The United States	50	
Previous Visits		
1- Yes	24	2
2- No	76	
Personality		
1- Professional	28	3
2- Agency	12	
3- Individual	60	
Income Per Year		
1- Less than 10 Million Australian Dollars	73	1
2- Between 10 Million Australian Dollars and 100 Million Australian Dollars	12	
3- More than 100 Million Australian Dollars	15	

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018.

Table 4.17 presents the frequencies and modes of the elements used in this study. The acquisition stage was determined in terms of the search for an agency website, and the motivation of visitors to visit the website.

The behavioural stage was determined in terms of browsing for information, and the friction of online users to browse the website; and the conversion stage was determined

based on the incentive to convert online users into customers or not on the website (ConversionKings 2017c; MECLABSInstitute 2017; ConversionKings 2018).

In the Acquisition stage, the findings indicated that most online participants ranked the Google engine at 47%, as the most popular search engine, followed by offline Word of Mouth at 26%; comparison websites at 20%; and social media (Facebook and LinkedIn) at 7%, as shown in Table 4.17.

In addition, in the Acquisition stage, the findings showed that online participants could be motivated in terms of online advertisements, Google Search, Google Review and referral. The results indicated that most respondents were motivated by Google Review at 33%, followed by Google Search at 31%; referral at 31%; and online advertisements at 5%, as shown in Table 4.17.

Thus, the Website Features Quality preferences of visitors and online users in the Acquisition Stage, when they search are Google Engine (47%); Offline Word of Mouth (26%); and Word of Mouth (26%); followed by the Comparison Websites (20%).

Furthermore, the Website Features Quality preferences of visitors and online users in the Acquisition Stage, were Motivated by Google Review (33%); Google Search (31%); and Referral (31%); followed by Online Advertisements (5%).

In the Behaviour stage, the findings showed that online participants browse behaviour can be determined in terms of services or tests, teams or specialists, sufficient information and products or techniques. The results indicate that most respondents ranked sufficient information or details at 59% as the most popular incentive that promotes the browsing behaviour of online users, followed by services or tests at 16%; teams or specialists at 13%; and products or techniques at 12%, as shown in Table 4.17.

In addition, in the Behaviour stage, the findings showed that online participants could be encouraged to convert into customers in terms of reputation or rank, price or cost, and value or results. The results indicate that most respondents were encouraged to be customers by reputation or rank at 46%, followed by price or cost at 28% and value or results at 26%, as shown in Table 4.17.

Thus, the Website Features Quality preferences of visitors and online users in the Behaviour Stage, when they Browse are Sufficient Information or Details (59%) and Services or Tests (16%); Teams or Specialists (16%); followed by Products or Techniques (12%).

Furthermore, the Website Features Quality preferences of visitors and online users in the Behaviour Stage, when they have Friction, that stimulate the intention of online users

to convert into customers, are Reputation or Rank (46%); Price or Cost (28%); and Value or Results (26%).

In the Conversion stage, the findings showed that online participants could be converted into customers in terms of interaction, website recommendations, and trust. The results indicate that most respondents were converted into customers by the trust at 40%, followed by website recommendations, 34% and interaction at 26%, as shown in Table 4.17.

In addition, in the Conversion stage, the findings showed that online participants could be stopped from converting into customers if navigation was not well-designed; content had insufficient information and details; and experience: unavailability of case studies. The results indicate that most respondents ranked the experience of the agency, such as unavailability of case studies, at 48%, as the element causing most anxiety that would stop them from converting into customers. This was followed by content where there were insufficient information and details at 37%, and navigation which was not well-designed at 15%, as shown in Table 4.17.

Thus, the Website Features Quality preferences of visitors and online users in the Conversion Stage, when they have Incentive are Trust (40%) and Website Recommendations (34%); followed by Interaction (26%).

Furthermore, the Website Features Quality preferences of visitors and online users in the Conversion Stage, when they have Anxiety are Experience: Unavailability of Case Studies (48%); Content: Insufficient Information and Details (37%); and Navigation: Not Well-Designed (15%).

Table 4.17: The preferences of participants at the stages of the Conversion Funnel, including frequency and mode.

Conversion Funnel Stages		Frequency in Percentage	Mode
Acquisition	Search		
	1- Offline Word of Mouth	26	2
	2- Google Engine	47	
	3- Comparing Websites	20	
	4- Social Media (Facebook and LinkedIn)	7	
	Motivation		
	1- Online Advertisements	5	3
	2- Google Search	31	
	3- Google Review	33	
	4- Referral	31	
Behaviour	Browse		
	1- Services or Tests	16	3
	2- Teams or Specialists	13	
	3- Sufficient Information or Details	59	
	4- Products or Techniques	12	
	Friction		
	1- Reputation or Rank	46	1
	2- Price or Cost	28	
	3- Value or Results	26	

Conversion	Incentive		
	1- Interaction	26	3
	2- Website Recommendations	34	
	3- Trust	40	
	Anxiety		
	1- Navigation: Not Well-Designed	15	3
	2- Content: Insufficient Information and Details	37	
	3- Experience: Unavailability of Case Studies	48	

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018.

The following five sections present Correlation Statistics of the results of the data collected to investigate Research Question 3. Correlations between the demographic profile of participants and the conversion funnel stages, including the acquisition stage, the behaviour stage, and the conversion stage, were analysed to determine their relationship to Website Features Quality.

4.4.2 Study Query 7: How do the demographics of online users in the Acquisition stage relate to their preferred Website Features Quality?

During the Acquisition stage, different search factors are preferred by different demographics of online users for the Lead Generation website.

Table 4.18: Correlations between the demographics and the Conversion Funnel stages.

Online Users Preferences		Demographics			
Conversion Funnel Stages	Elements	Country	Previous Visits	Personality	Income per Year
Acquisition Stage	Search	0.034	0.000	0.853	0.144
	Motivation	0.011	0.050	0.176	0.878
Behaviour Stage	Browse	0.952	0.095	0.787	0.215
	Friction	0.552	0.724	0.043	0.351
Conversion Stage	Incentive	0.319	0.009	0.837	0.517
	Anxiety	0.451	0.267	0.037	0.414

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Chi-Square < 0.05 significant level.

Table 4.18 indicates the correlation between the Demographics and the Search Factors in the Acquisition stage. The findings show that there was a correlation between the country of visitors and online users, whether they came from Australia or the United States, and the search elements, including offline Word of Mouth, Google engine, comparing websites or social media (Facebook and LinkedIn). It was statistically significant at 0.034 level of significance ($p < 0.005$).

Familiarity is an important consideration as to whether online users have been to the website before or not was shown to relate positively to search preferences. Table 4.18 shows that there was a correlation between previous visits of online users and the search elements, including offline Word of Mouth, Google engine, visitors and online users, that was statistically significant at 0.001 level of significance ($p < 0.005$). These findings indicate that the Search Factors preferred by online users correlate well with both Country (0.034) and Previous Visits (0.000) of online users to the website.

Demographics were also found to be related to the preferences of online users during the Acquisition stage. Table 4.18 indicates the correlation between the Demographics and the Motivation Factors preferred by online users in the Acquisition stage. The findings showed that there was a correlation between the country of visitors and online users whether they came from Australia or the United States and the motivation elements, including online advertisements, Google search, Google reviews or referral. It was statistically significant at 0.011 level of significance ($p < 0.005$).

Table 4.18 shows that there was a correlation between the previous visits of visitors and online users and motivation elements, including online advertisements, Google search, Google reviews or referrals that were statistically significant at 0.050 level of significance ($p < 0.005$). These findings indicate that the Motivation Factors preferred by online users correlate highly with Country (0.011) and Previous Visits (0.050) of online users to the website.

4.4.3 Study Query 8: How do the demographics of online users in the Behaviour stage relate to their preferred Website Features Quality?

During the Behaviour stage, the browse factors preferred by online users showed no correlation with the demographics of online users. However, during the Behaviour stage, friction factors preferred by online users did show correlations. Table 4.18 indicates the correlation between the Demographics and the Friction Factors in the Behaviour stage of visitors and online users to enquire into the Lead Generation website. The findings show that there was a correlation between the personality (professional, agency or individual), which refers to visitors, online users or customers who visited, browsed or converted on the Conversion Kings website, and the friction elements, including reputation or rank, price or cost and value or results. It was statistically significant at 0.011 level of significance ($p < 0.005$). These findings indicate that the Friction Factors preferred by online users correlate highly with the Personality (0.043) of online users on the website.

4.4.4 Study Query 9: How do the demographics of online users in the Conversion stage relate to their Website Features Quality preferences?

During the Conversion stage, incentive factors influence preferences of online users and consequently their likelihood of converting into customers of the Lead Generation website. Table 4.18 indicates the correlation between the Demographics and the Incentive Factors in the Conversion stage. The findings show that there was a correlation between previous visits by visitors and online users and the incentive elements, including interaction, website recommendations or trust, of visitors and online users, that impact on the intention to convert into customers that were statistically significant at 0.009 level of significance ($p < 0.005$). This is an important finding as it demonstrates that the Incentive Factors preferred by online users correlate highly with the Previous Visits (0.009) of online users to the website.

During the Conversion stage, a number of identified Anxiety factors impact the behaviour of online users of the Lead Generation website. Table 4.18 indicates the

correlation between the Demographics and the Anxiety Factors in the Conversion stage. The findings show that there was a correlation between the personality (professional, agency or individual) of visitors and online users and the anxiety elements, including navigation: not well-designed, content: insufficient information and experience: unavailability of case studies, of visitors and online users, that impacted their decision on whether to convert into customers that were statistically significant at 0.011 level of significance ($p < 0.005$). These findings are helpful in determining which Anxiety Factors of online users correlate highly with the Previous Visits (0.037) of online users to establish patterns of behaviour and how they may be impacted on lead generation websites.

4.4.5 Study Queries 10 and 11:

Study Query 10 asked: What is the correlation between the acquisition stage and the Behaviour stage through the Online Survey? The findings showed no supported correlation between the acquisition stage data: the search and motivation, and the behaviour stage data. There was also no evidence that there was any correlation between the behaviour stage data: the browse and friction; and the acquisition stage.

Study Query 11 asked: What is the correlation between the Acquisition stage and the Conversion stage through the Online Survey? During the Conversion stage, this involves what Anxiety factors are associated with search or motivation factors? Table 4.19 shows that there was a correlation between the anxiety of visitors and online users, to convert into customers of the Lead Generation website and whether they chose online advertisements, Google search, Google reviews or referrals to a website. This was statistically significant at 0.059 level of significance ($p < 0.005$).

Table 4.19: Correlations between the acquisition stage and the conversion stage.

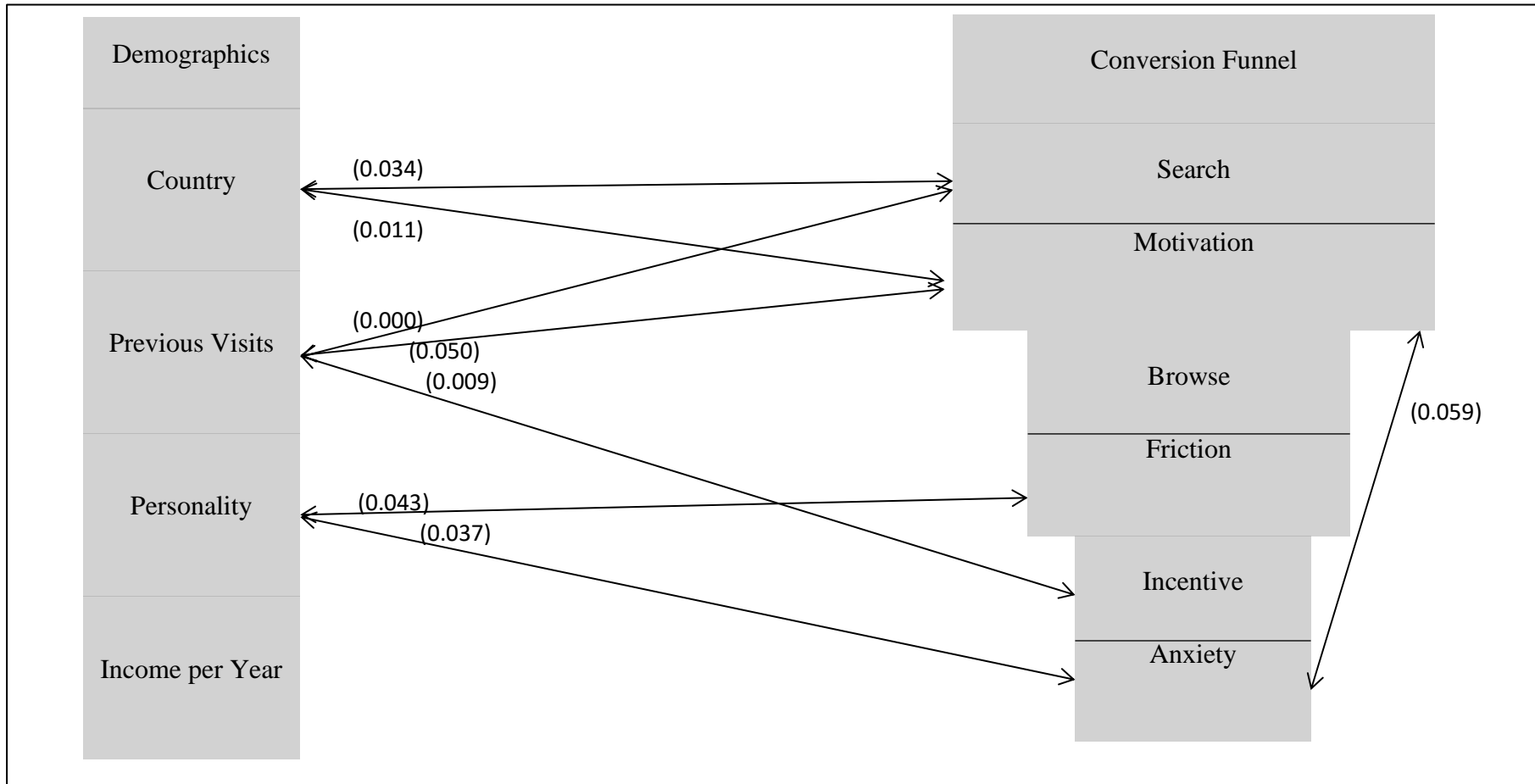
Conversion Funnel Stages	Elements	Acquisition Stage	
		Search	Motivation
Conversion Stage	Incentive	0.835	0.294
	Anxiety	0.538	0.059

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Chi-Square < 0.05 significant level.

The findings indicate high levels of correlation between the Behaviour Stage and the Conversion Stage. Specifically, the Motivation of online users in the Behaviour Stage correlates with Anxiety in the Conversion Stage at (0.059). Hence, the findings show that when the website is not Well Designed, with Insufficient Information and Details; and case

studies of the experience of clients on the Conversion Kings website are unavailable, it correlates with the Motivation of online users to use Online Advertisements; Google Search; Google Review; and Referral.

Figure 4.1: Showing the significant correlations between demographic data and the other factors at the Conversion Funnel stages.



Where: \longleftrightarrow refers to a significant connotation.

4.4.6 Relationship Statistics

The following sections present and review the relationships between the demographic data and the data of the Conversion Funnel stages, including acquisition, behaviour and conversion stage data. Tables between 4.20 and 4.26 show the relationships between the demographic data and the acquisition stage data, the behaviour stage data and the conversion stage data.

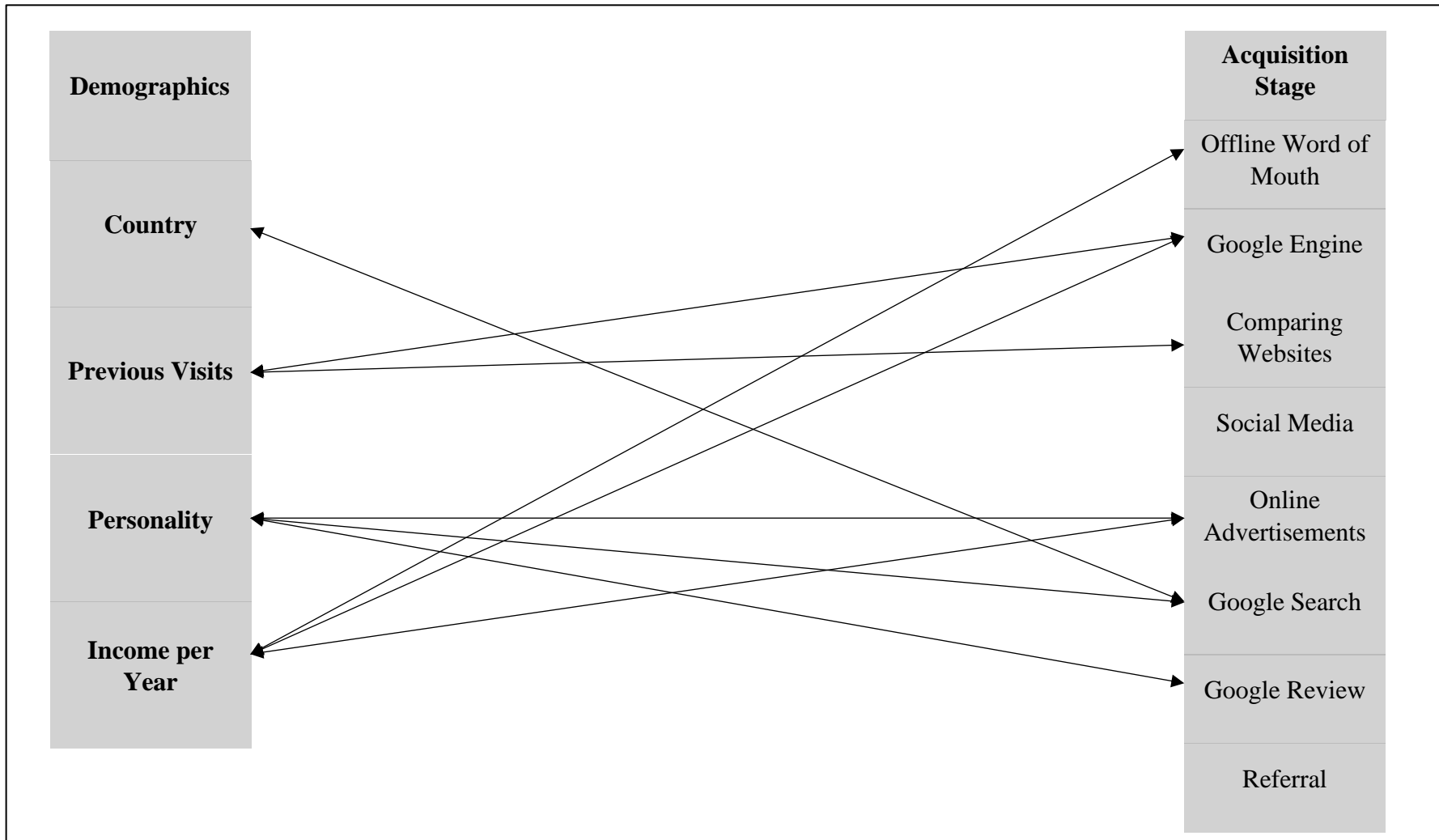
Table 4.20: Relationships between the demographics and the Acquisition Funnel stage.

Acquisition Funnel Stage		Demographics									
		Country		Previous Visits		Personality			Income per Year		
		Australia	United States	Yes	No	Professional	Agency	Individual	> \$10 Million	\$10 - \$100 Million	< \$10 Million
Acquisition Stage	Search										
	Offline Word of Mouth	0.292 (1.109)	-	0.296 (1.092)	-	0.606 (0.265)	0.997 (0.000)	-	0.000 (168.801)	1.000 (0.000)	-
	Google Engine	0.345 (0.890)	-	0.010 (6.580)	-	0.634 (0.227)	0.997 (0.000)	-	0.000 (232.578)	1.000 (0.000)	-
	Comparing Websites	0.898 (0.016)	-	0.009 (6.774)	-	0.652 (0.203)	0.997 (0.000)	-	-	1.000 (0.000)	-
	Social Media (Facebook and LinkedIn)	-	-	-	-	-	-	-	-	-	-
	Motivation										
	Online Advertisements	0.437 (0.603)	-	0.202 (1.630)	-	0.000 (240.779)	-	-	0.000 (132.081)	-	-

	Google Search	0.001 (10.253)	-	0.250 (1.321)	-	0.036 (4.393)	0.043 (4.091)	-	0.381 (0.766)	0.830 (0.046)	-
	Google Review	0.339 (0.915)	-	0.055 (3.669)	-	0.368 (0.812)	0.344 (0.895)	-	0.758 (0.095)	0.934 (0.007)	-
	Referral	-	-	-	-	-	-	-	-	-	-

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.2: Showing the significant relationships between the demographics and the Acquisition Funnel stage.



Where: \longleftrightarrow refers to a significant relationship.

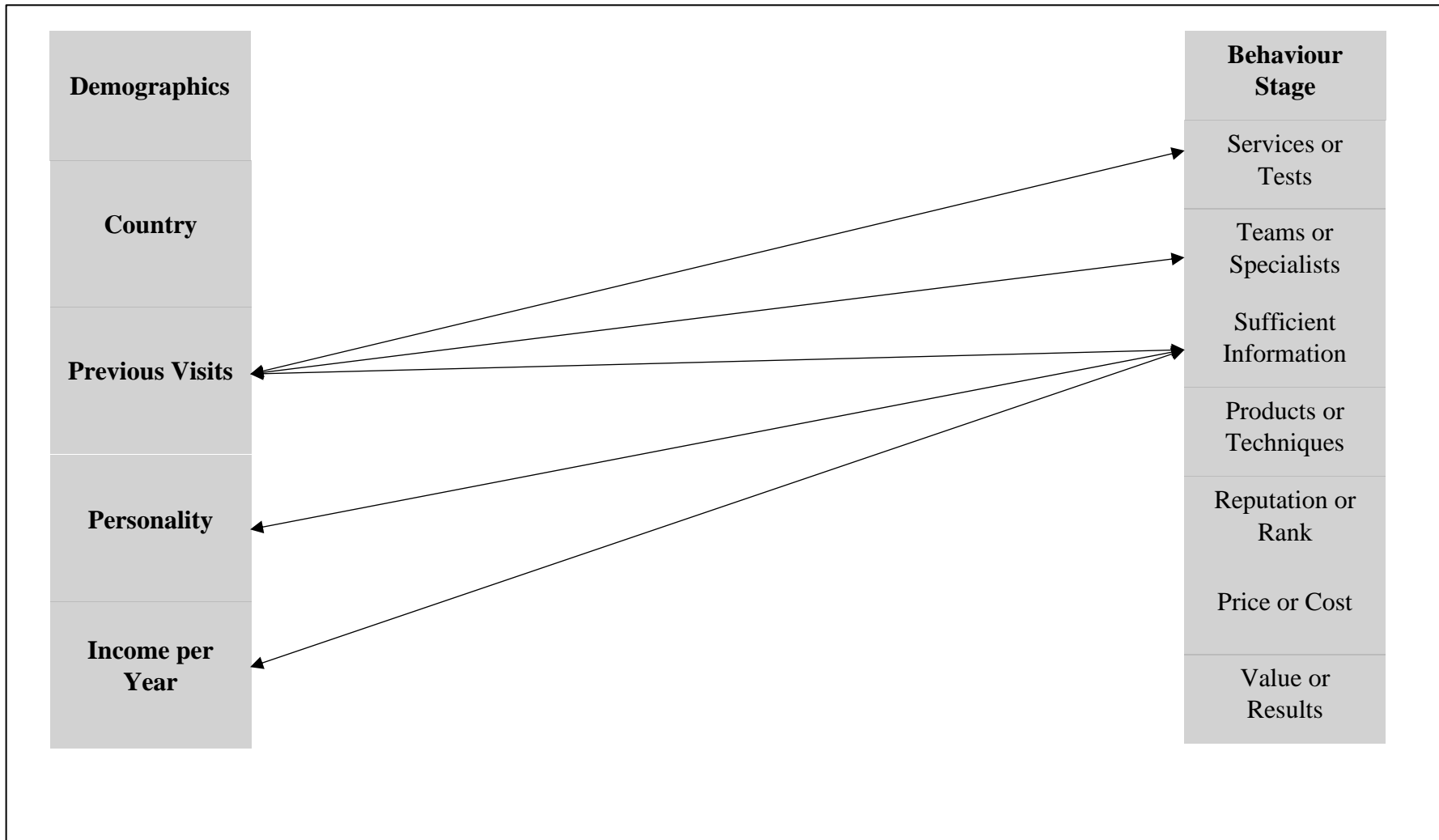
Table 4.21: Relationships between the demographics and the Behaviour Funnel stage.

Behaviour Funnel Stage		Demographics									
		Country		Previous Visits		Personality			Income per Year		
		Australia	United States	Yes	No	Professional	Agency	Individual	> \$10 Million	\$10 - \$100 Million	< \$10 Million
Behaviour Stage	Browse										
	Services or Tests	0.326 (0.965)	-	0.013 (6.146)	-	0.173 (1.857)	0.943 (0.005)	-	0.150 (2.068)	0.138 (2.204)	-
	Teams or Specialists	0.254 (1.301)	-	0.067 (3.344)	-	0.186 (1.751)	0.595 (0.238)	-	0.356 (0.850)	-	-
	Sufficient Information	0.303 (1.060)	-	0.012 (6.324)	-	0.093 (2.820)	0.696 (0.152)	-	0.011 (6.474)	0.056 (3.644)	-
	Products or Techniques	-	-	-	-	-	-	-	-	-	-
	Friction										
	Reputation or Rank	0.990 (0.000)	-	0.515 (0.423)	-	0.210 (1.570)	0.149 (2.080)	-	0.671 (0.180)	0.303 (1.061)	-
	Price or Cost	0.156 (2.013)	-	0.171 (1.878)	-	0.808 (0.059)	-	-	0.403 (0.698)	0.818 (0.053)	-

	Value or Results	-	-	-	-	-	-	-	-	-	-
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Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.3: Showing the significant relationships between the demographics and the Behaviour Funnel stage.



Where: \longleftrightarrow refers to a significant relationship.

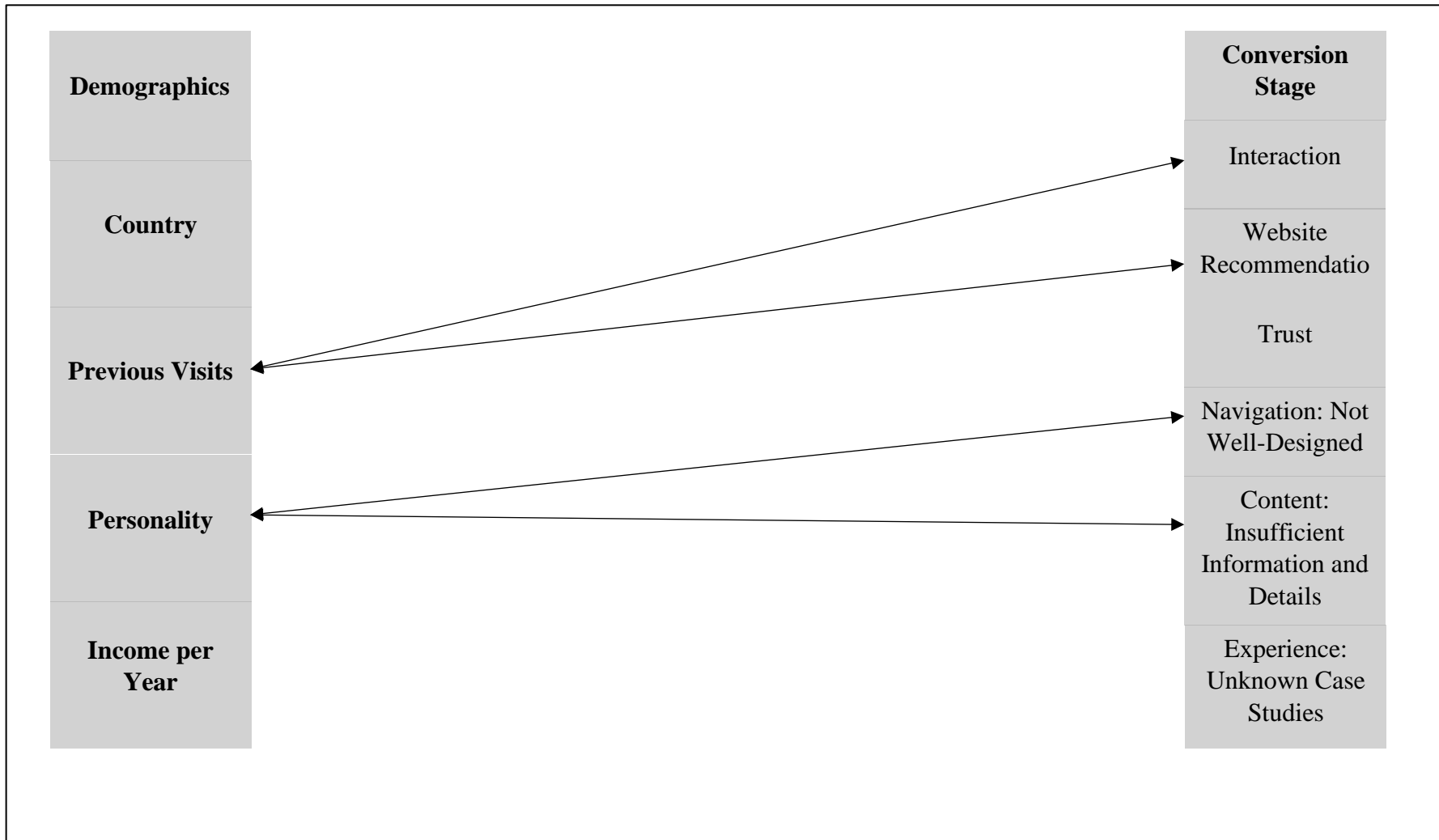
Table 4.22: Relationships between the demographics and the Conversion Funnel stage.

Conversion Funnel Stage		Demographics									
		Country		Previous Visits		Personality			Income per Year		
		Australia	United States	Yes	No	Professional	Agency	Individual	> \$10 Million	\$10 - \$100 Million	< \$10 Million
Conversion Stage	Incentive										
	Interaction	0.279 (1.173)	-	0.035 (4.464)	-	0.128 (2.315)	0.520 (0.415)	-	0.197 (1.664)	0.111 (2.542)	-
	Website Recommendations	0.436 (0.608)	-	0.025 (4.997)	-	0.897 (0.017)	0.379 (0.774)	-	0.592 (0.287)	0.628 (0.234)	-
	Trust	-	-	-	-	-	-	-	-	-	-
	Anxiety										
	Navigation: Not Well-Designed	0.560 (0.340)	-	0.331 (0.947)	-	0.072 (3.246)	0.722 (0.126)	-	0.317 (1.001)	0.497 (0.461)	-
	Content: Insufficient Information and Details	0.399 (0.712)	-	0.552 (0.354)	-	0.061 (3.504)	0.797 (0.066)	-	0.373 (0.794)	0.396 (0.721)	-

	Experience: Unavailability of Case Studies	-	-	-	-	-	-	-	-	-	-
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Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.4: Showing the significant relationships between the demographics and the Conversion Funnel stage.



Where: \longleftrightarrow refers to a significant relationship.

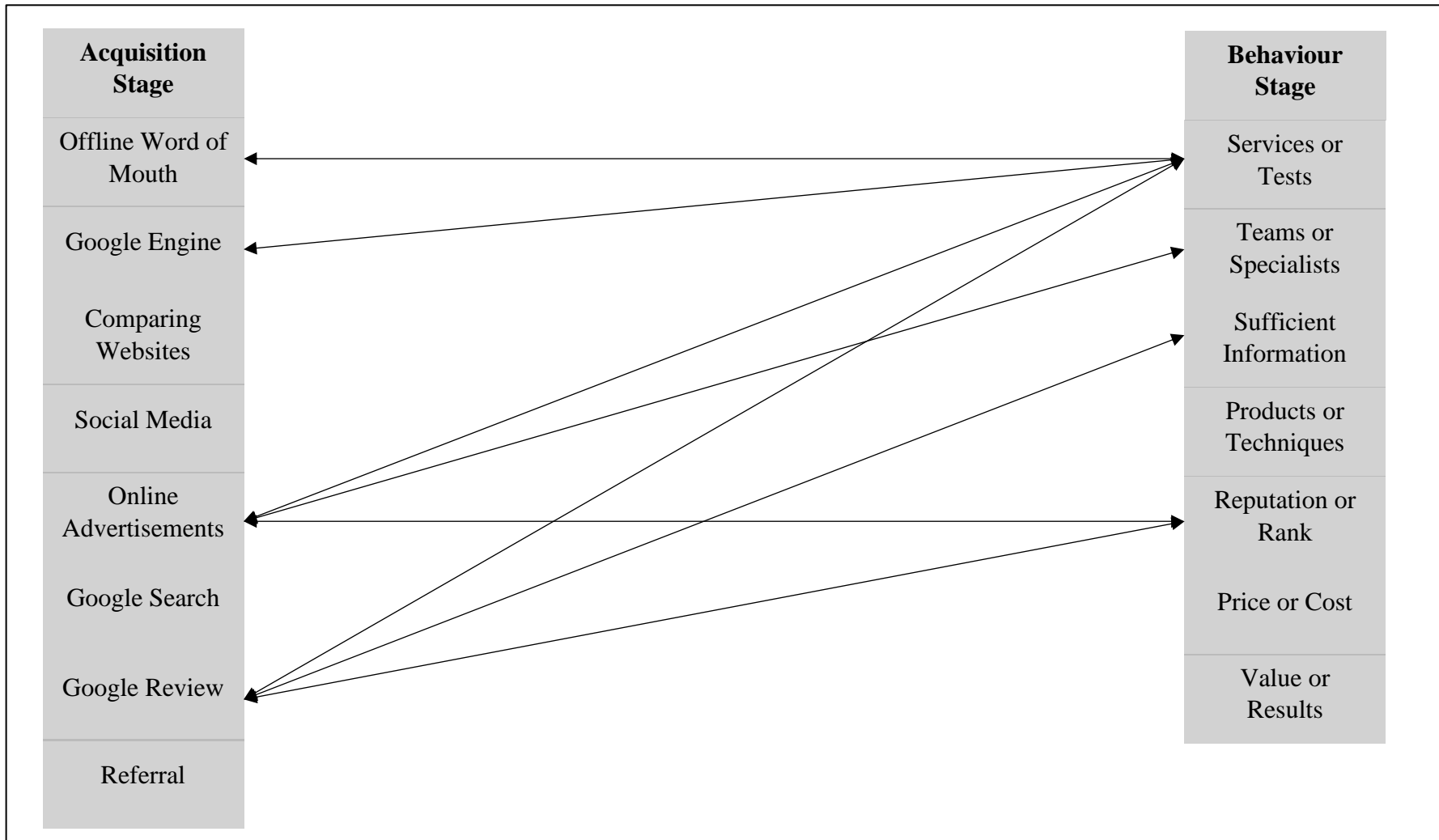
Table 2.24: Relationships between the acquisition stage and the behaviour stage.

Conversion Funnel Stages		Acquisition Stage							
		Search				Motivation			
		Offline Word of Mouth	Google Engine	Comparing Websites	Social Media (Facebook and LinkedIn)	Online Advertisements	Google Search	Google Review	Referral
Behaviour Stage	Browse								
	Services or Tests	0.000 (198.170)	0.000 (272.733)	-	-	0.000 (179.873)	0.266 (1.235)	0.019 (5.546)	-
	Teams or Specialists	0.922 (0.010)	0.635 (0.225)	0.773 (0.083)	-	0.000 (169.313)	0.442 (0.591)	0.389 (0.741)	-
	Sufficient Information	0.535 (0.407)	0.878 (0.024)	0.815 (0.054)	-	-	0.058 (3.583)	0.089 (2.887)	-
	Products or Techniques	-	-	-	-	-	-	-	-
	Friction								
	Reputation or Rank	0.911 (0.012)	0.746 (0.105)	0.520 (0.415)	-	0.000 (383.666)	0.285 (1.145)	0.022 (5.272)	-

	Price or Cost	0.560 (0.341)	0.423 (0.642)	0.186 (1.746)	-	-	0.801 (0.064)	0.237 (1.398)	-
	Value or Results	-	-	-	-	-	-	-	-

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.5: Showing the significant relationships between the acquisition stage and the behaviour stage.



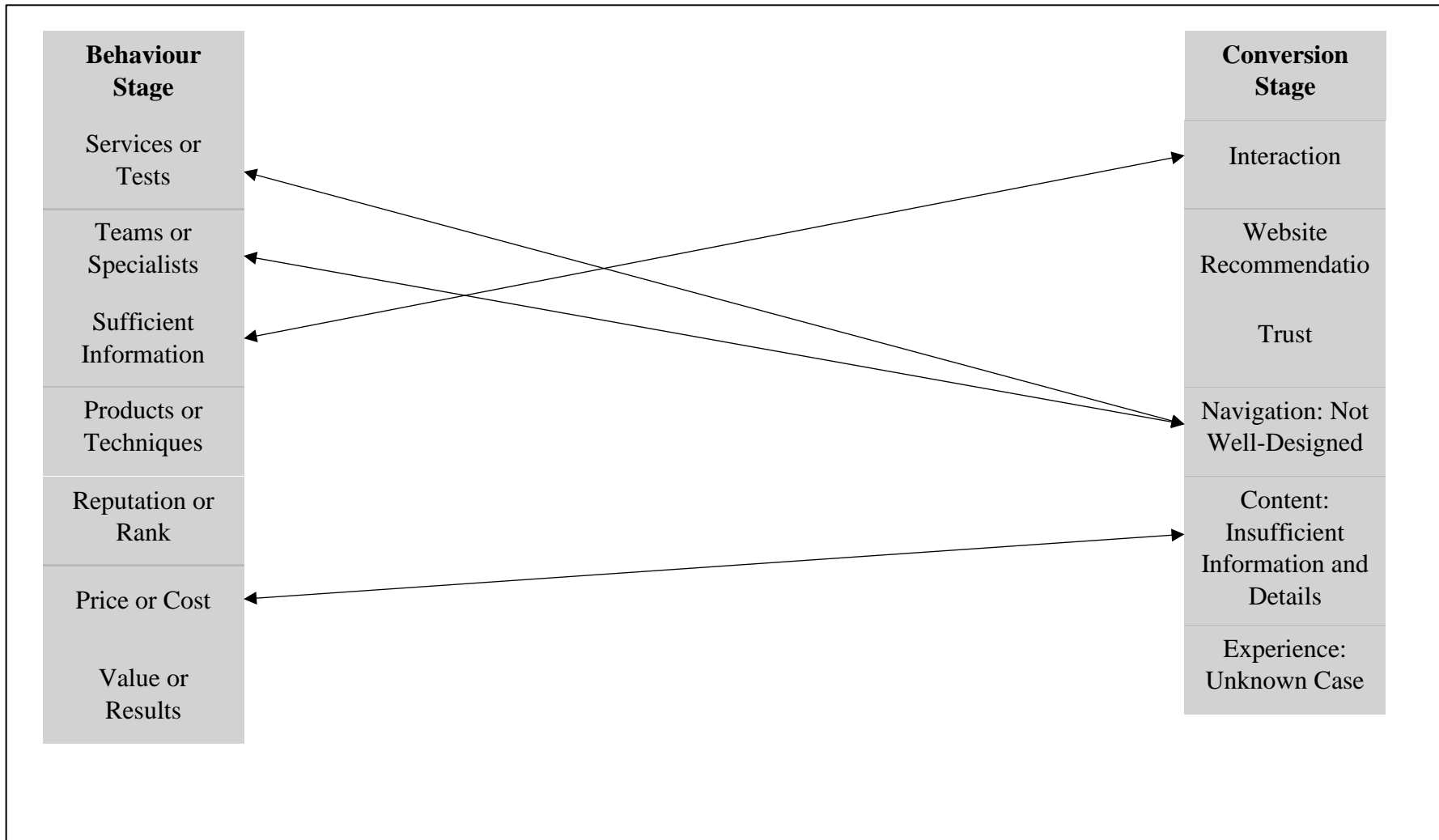
Where: \longleftrightarrow refers to a significant relationship.

Table 4.25: Relationships between the behaviour stage and conversion stage.

Conversion Funnel Stages		Behaviour Stage						
		Browse				Friction		
		Services or Tests	Teams or Specialists	Sufficient Information	Products or Techniques	Reputation or Rank	Price or Cost	Value or Results
Conversion Stage	Incentive							
	Interaction	0.163 (1.949)	0.217 (1.526)	0.082 (3.031)	-	0.997 (0.000)	0.253 (1.308)	-
	Website Recommendations	0.304 (1.059)	0.704 (0.144)	0.353 (0.863)	-	0.242 (1.371)	0.347 (0.885)	-
	Trust	-	-	-	-	-	-	-
	Anxiety							
	Navigation: Not Well-Designed	0.000 (207.472)	0.000 (379.762)	-	-	0.384 (0.756)	0.292 (1.111)	-
	Content: Insufficient Information and Details	0.518 (0.418)	0.832 (0.045)	0.585 (0.229)	-	0.328 (0.955)	0.035 (4.439)	-
	Experience: Unavailability of Case Studies	-	-	-	-	-	-	-

Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.6: Showing the significant relationships between the acquisition stage and the conversion stage.



Where: \longleftrightarrow refers to a significant relationship.

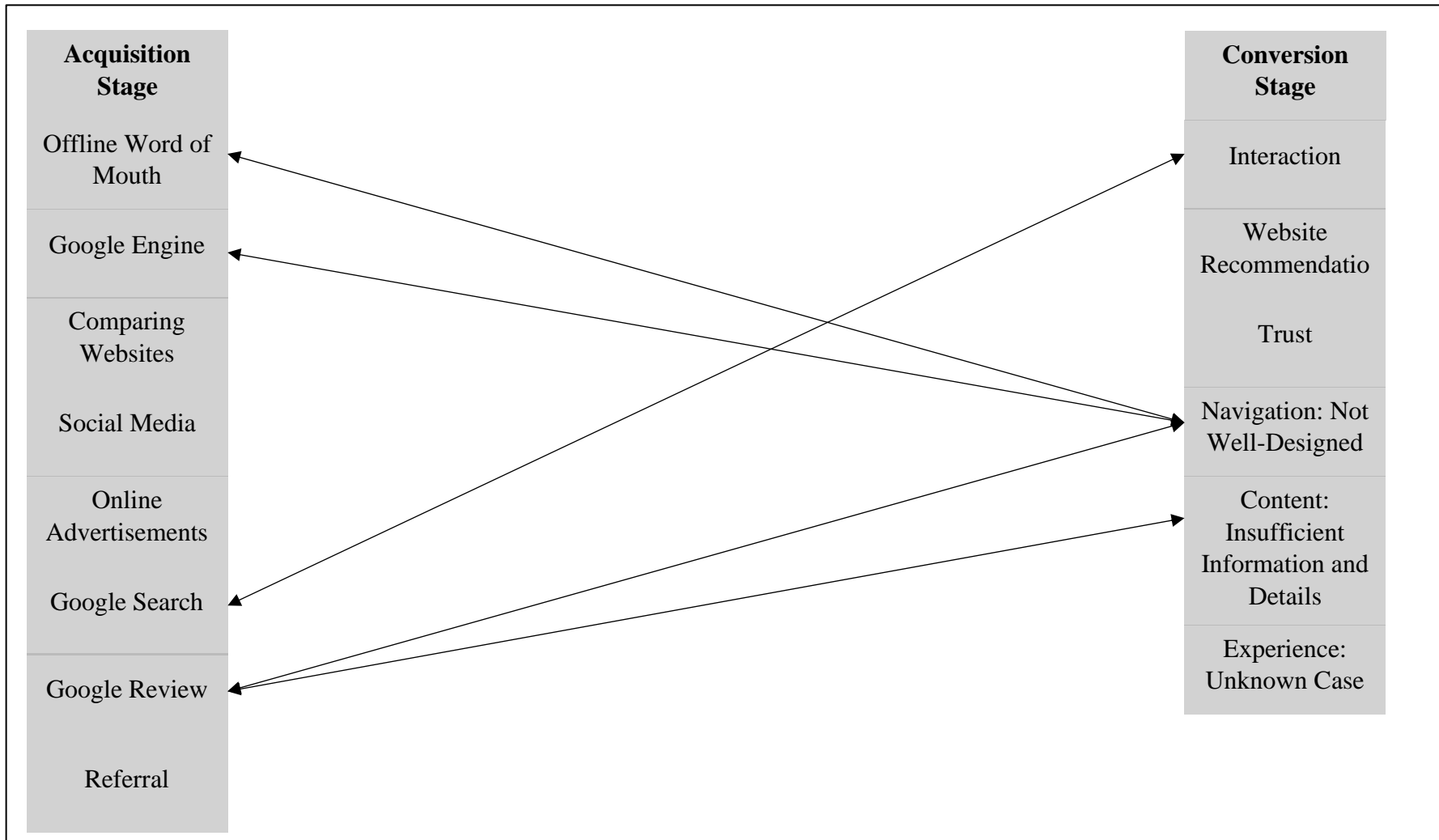
Table 4.26: Relationships between the acquisition stage and the conversion stage.

Conversion Funnel Stages		Acquisition Stage							
		Search				Motivation			
		Offline Word of Mouth	Google Engine	Comparing Websites	Social Media (Facebook and LinkedIn)	Online Advertisements	Google Search	Google Review	Referral
Conversion Stage	Incentive								
	Interaction	0.656 (0.198)	0.357 (0.848)	0.424 (0.640)	-	0.734 (0.115)	0.096 (2.772)	0.867 (0.028)	-
	Website Recommendations	0.947 (0.004)	0.364 (0.825)	0.658 (0.196)	-	-	0.452 (0.566)	0.322 (1.067)	-
	Trust	-	-	-	-	-	-	-	-
	Anxiety								
	Navigation: Not Well-Designed	0.000 (324.655)	0.000 (638.310)	-	-	-	0.840 (0.041)	0.080 (3.065)	-
	Content: Insufficient Information and Details	0.339 (0.912)	0.798 (0.066)	0.963 (0.002)	-	0.998 (0.000)	0.177 (1.821)	0.038 (4.325)	-

	Experience: Unavailability of Case Studies	-	-	-	-	-	-	-	-
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Source: Based on the online survey data of visitors and online users of the Conversion Kings website conducted in 2018. Where: P-value of Parameter Estimates < 0.05 significant level.

Figure 4.7: Showing the significant relationships between the acquisition stage and the conversion stage.



Where: \longleftrightarrow refers to a significant relationship.

4.4.7 Study Query 12: What is the relationship between the demographics of online users and the preferred Website Quality Features in the Acquisition stage?

Relationships between Demographics and Search were found in the Acquisition stage of the Conversion Funnel for the Lead Generation website. Table 4.20 shows that there was a relationship between Google Engine as a search element and online users who had previously been to the Conversion Kings website. It shows that visitors and online users who had been to the website before were 6.580 times more likely to use Google Engine compared to visitors and online users who had no preference for social media (Facebook and LinkedIn). This finding was statistically significant at 0.010 level of significance ($p < 0.005$). It indicates that the Website Features Quality preferences of online users in the Acquisition Stage were Google Engine (6.580); Comparing Websites (6.774) and offline Word of Mouth (1.092).

Table 4.20 also shows that there was a relationship between Comparing Websites as a search element with visitors and online users who had previously been to the Conversion Kings website. Visitors and online users who had been to the website before were 6.774 times more likely to use Comparing Websites rather than social media (Facebook and LinkedIn) in comparison to those who had not been to the Conversion Kings before. This was statistically significant at 0.009 level of significance ($p < 0.005$). The findings indicate that the Website Features Quality preferences of online users in the Acquisition Stage consist of: Comparing Websites (6.774); Google Engine (6.580); and Offline Word of Mouth (1.092).

Table 4.20 shows that there was also a relationship between Offline Word of Mouth as a search element for visitors and online users whose income was less than \$10 Million per year. It shows that visitors and online users whose income was less than \$10 Million per year were 3.246 times more likely to use Offline Word of Mouth compared to visitors and online users whose income per year was higher in preference to social media (Facebook and LinkedIn) This was statistically significant at 0.000 level of significance ($p < 0.005$). This finding indicated that the Website Features Quality preferences of online users in the Acquisition Stage consist of Offline Word of Mouth (168.801); and Google Engine (232.578).

Also related to this finding, Table 4.20 shows a relationship between Google Engine as a search element of visitors and online users whose income was less than \$10 Million per year The Search used by online users provides evidence of Website Features Quality

preferences in the Acquisition Stage. Search correlates highly with Previous Visits and Income per Year. In particular, Search in the form of Offline Word of Mouth correlates highly with Income per Year (168.801); Search in the form of Google Engine correlates highly with Previous Visits (6.580) and Income per Year (232.578); and Search in the form of Company Website correlates highly with Previous Visits (6.774). Visitors and online users whose income was less than \$10 Million per year were 232.578 times more likely to use Google Engine compared to visitors and online users with higher incomes rather than social media (Facebook and LinkedIn). This was statistically significant at 0.000 level of significance ($p < 0.005$).

Relationships were also found between Demographics and Motivation. Table 4.20 shows a relationship between Google Search as a motivation element of visitors and the online users who came from Australia. The findings indicate that the Website Features Quality preference of online users in the Acquisition Stage was Google Search (10.253), compared with Online Advertisements (0.603) and Google Review (0.915). Thus, Australian visitors and online users were 10.253 times more likely to use Google Search compared to visitors from the United States and online users with respect to referral, and this was statistically significant at 0.001 level of significance ($p < 0.005$).

Table 4.20 shows a relationship between Online Advertisements as a motivational element of visitors and online users who were professionals in the field. The findings indicate that the Website Features Quality preferences of online users in the Acquisition Stage were: Online Advertisements (240.779); Google Search (4.393) and, Google Review (0.812). Professional visitors and online users were 240.779 times more likely to use Online Advertisements compared to visitors and online users who were either from an agency or individuals, with respect to referrals, and this was statistically significant at 0.000 level of significance ($p < 0.005$).

Similarly, Table 4.20 also shows a relationship between Google Search as a motivational element of visitors and online users who were professional. The Website Features Quality preferences of online users in the Acquisition Stage were Google Search (4.393); Online Advertisements (240.779); and Google Review (0.812). This demonstrates that visitors and online users who were professionals in this field were 4.393 times more likely to use Google Search compared to visitors and online users who were not professionals with respect to referrals. This was statistically significant at 0.036 level of significance ($p < 0.005$).

A relationship was found between Google Search as a motivational element of visitors and online users who were an agency. The Website Features Quality preferences of online users in the Acquisition Stage were Google Search (4.091) compared with Google Review (0.895). It shows that visitors and online users who were an agency were 4.091 times more likely to use Google Search compared to visitors and online users who were either professionals or individuals with respect to referral, and this was statistically significant at 0.043 level of significance ($p < 0.005$).

In relation to Online Advertisements as a motivational element, relationships were also found between visitors and online users whose income was less than \$10 Million per year. Website Features Quality preferences of online users in the Acquisition Stage were: Online Advertisements (132.081) compared with Google Search (4.091); and Google Review (0.895). Visitors and online users whose income was less than \$10 Million per year were 132.081 times more likely to use Online Advertisements compared to visitors with higher incomes with respect to referral, and this was statistically significant at 0.000 level of significance ($p < 0.005$).

The relationship between Google Review, as a motivational element of visitors, and online users who had been to the Conversion Kings website previously. The Website Features Quality preferences of online users in the Acquisition Stage were Google Review (3.669) compared with Online Advertisements (1.630); and Google Search (1.321). This indicates that visitors and online users who have been to the website before were 3.669 times more likely to use Google Review compared to visitors and online users who had not with respect to referral. This was statistically significant at 0.055 level of significance ($p < 0.005$).

It is evident that the Motivation of online users to use Website Feature Quality preferences in the Acquisition Stage correlate highly with Country, Previous Visits, Personality and Income per Year. The findings show that Motivation in the form of Online Advertisements correlates highly with Professionals (240.779) and those with Income of Less Than \$10 Million per Year (132.081). Motivation in the form of Google Search correlates highly with Australians (10.253), Personality (4.393) and Income of Less Than \$10 Million per Year (4.091); and Motivation in the form of Google Review correlates with Previous Visits (3.669).

4.4.8 Study Query 13: What is the relationship between the demographics of online users and the preferred Website Quality Features in the Behaviour stage?

Relationships were found between Demographics and the Browse on the Lead Generation website. Table 4.21 shows a relationship between Service or Tests as a browse element with visitors and online users who had been to the Conversion Kings website before. Website Features Quality preferences of online users in the Behaviour Stage were: Services or Tests (6.146); Teams or Specialists (3.344); and Sufficient Information (6.324). Visitors and online users who had previously been to the website were 6.146 times more likely to use Service or Tests compared to visitors and online users who had not with respect to products or techniques, and this was statistically significant at 0.013 level of significance ($p < 0.005$).

Table 4.21 also shows a relationship between Teams or Specialists as a browse element of visitors who have previously been to the Conversion Kings. This was statistically significant at 0.067 level of significance ($p < 0.005$). Similarly, there was a relationship between Sufficient Information as a browse element of visitors and online users who had been to the Conversion Kings before. This was also statistically significant at 0.012 level of significance ($p < 0.005$).

The browse element of Sufficient Information also showed a relationship with visitors and online users who were professional, and those whose income was less than \$10 Million. Website Features Quality preferences of online professional users in the Behaviour Stage were: Sufficient Information (2.820) compared with Teams or Specialists (1.751); and Services or Tests (1.857). Online professional users were, therefore, 2.820 times more likely to use Sufficient Information compared to other visitors and online users with respect to products or techniques, with statistical significance at 0.093 level ($p < 0.005$). In regard to income level, visitors and online users with an income of less than \$10 Million per year were 6.474 times more likely to use Sufficient Information at a level of statistical significance of 0.011 ($p < 0.005$). Website Features Quality preferences of online users in the Behaviour Stage were: Sufficient Information (6.474) compared with Teams or Specialists (0.850); and Services or Tests (2.068).

There was also a relationship between Sufficient Information as a browse element with visitors and online users whose income was between \$10 and \$100 Million per year. Website Features Quality preferences of these online users in the Behaviour Stage were: Sufficient Information (3.644) compared with Services or Tests (2.204) so that visitors and

online users whose income was between \$10 and \$100 Million per year were 3.644 times more likely to use Sufficient Information compared to other groups whose income per year, with respect to products or techniques, at a significance level of 0.056 ($p < 0.005$).

The Browse used by online users for Website Feature Quality preferences in the Behaviour Stage correlates highly with Previous Visits, Personality and Income per Year. The findings show that Browse in the form of Services or Tests correlates highly with Previous Visits (6.146); in the form of Teams or Specialists, it correlates highly with Previous Visits (3.344); and in the form of Sufficient Information, it correlates highly with Previous Visits (6.324), Personality (2.820) and Income per Year (6.474) and (3.644).

4.4.9 Study Query 14: What is the relationship between the demographics of online users and the preferred Website Quality Features in the Conversion stage?

Relationships between Demographics and Incentive shown in Table 4.22 include a relationship between Interaction and Website Recommendations as incentive elements of visitors and online users for browsing and visitors and online users who have been to the Conversion Kings website before. Website Features Quality preferences of online users in the Conversion Stage were Interaction (4.464); and Website Recommendations (4.997) showing that visitors and online users who had been to the website previously were 0.783 times more likely to use Interaction, with respect to trust, compared to visitors and online users who had not, and this was statistically significant at 0.035 level of significance ($p < 0.005$). Further evidence is that visitors and online users who had previously been to the website were 4.997 times more likely to use Website Recommendations compared to visitors and online users who had not, with statistical significance at 0.025 level ($p < 0.005$).

Table 4.22 shows that the relationship between Personality and Anxiety. Navigation: Not Well-Designed, as an anxiety element for converting into customers, was related to visitors and online users who were professional. Website Features Quality preferences of online users in the Conversion Stage were: Navigation: Not Well-Designed (3.246); and Content: Insufficient Information and Details (3.504). Therefore, visitors and online users who were professional were 3.246 times more likely to display anxiety related to this element compared to visitors and online users who were either an agency or individuals in comparison to experience: unavailability of case studies, with statistical significance of 0.072 ($p < 0.005$).

There was also a relationship between Content: Insufficient Information and Details as an anxiety element for converting customers and online users who were professional, with professionals being 3.504 times more likely to display anxiety in relation to Content: Insufficient Information and Details with 0.061 level of significance ($p < 0.005$). The Anxiety avoidance for Website Feature Quality preferences in the Conversion Stage correlated highly with Personality. Findings showed that the Incentive in the form of Navigation: Not Well-Designed, correlated with Previous Visits (3.246); and in the form of Content: Insufficient Information and Details correlated highly with Personality (3.504).

4.4.10 Study Query 15: What is the relationship between the Acquisition stage and the Behaviour stage through the Online Survey?

Relationships between Search and Browse were found, as shown in Table 4.23. There was a relationship between Services or Tests as a browse element of visitors and online users with visitors and online users who chose Offline Word of Mouth as a search element. These visitors and online users were 198.170 times more likely to use Services or Tests compared to visitors and online users who chose either Google engine, comparing websites or social media with statistical significance of 0.000 level ($p < 0.005$).

Table 4.23 shows a relationship between services or Tests as a Browse element with visitors and online users who chose Google Engine as a search element. The Website Features Quality preferences of online users in the Acquisition Stage correlate with those in the Behaviour Stage. Online users Search using Offline Word of Mouth correlate with Services or Tests (198.170) when they Browse on the website. Online users search using Google Engine that correlates with Service or Tests (272.733) when they Browse on the website. This shows that visitors and online users who chose Google Engine as a search element were 272.733 times more likely to use Tests as a Browse compared to visitors and online users who chose either Word of Mouth, comparing websites or social media with respect to products or techniques, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

Relationships between Motivation and Browse included the relationship between Services or Tests as a browse element with visitors and online users who chose online Advertisements as a motivation element. Visitors and online users who chose online Advertisements as a motivation element were 179.873 times more likely to use Services or Tests compared to visitors and online users who chose either Google search, Google review

or referral with respect to products or technique, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

There was also a relationship between Teams or Specialists as a browse element with visitors and online users who chose online Advertisements as a motivation element for visiting the Lead Generation website. The Website Features Quality preferences of online users in the Acquisition Stage correlates with those in the Behaviour Stage. Online users Motivated by Online Advertisements correlate with Services or Tests (179.873) when they Browse on the website. Online users Motivated by Online Advertisements correlate Teams or Specialists (169.313) when they Browse on the website. Thus visitors and online users who chose online Advertisements as a motivational element were 169.313 times more likely to use Teams or Specialists compared to visitors and online users who chose either Google search, Google review or referral with respect to products or technique, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

Table 4.23 shows that there was a relationship between Sufficient Information as a browse element with visitors and online users who chose Google Search as a motivation element. The Website Features Quality preferences of online users in the Acquisition Stage correlate with those in the Behaviour Stage. At this stage, Online users are Motivated by Google Search correlating with Sufficient Information (3.583) when they Browse on the website. Visitors and online users who chose Google Search as a motivation element were 3.583 times more likely to use Sufficient Information compared to visitors and online users who chose either online advertisements, Google review or referral with respect to products or technique, and it was statistically significant at 0.058 level of significance ($p < 0.005$).

There was a relationship between Services or Tests as a browse element with visitors and online users who chose Google Review as a motivation element for visiting the Lead Generation website. Visitors and online users who chose Google Review as a motivation element were 5.546 times more likely to use Services or Tests compared to visitors and online users who chose either online advertisements, Google search or referral with respect to products or technique, and it was statistically significant at 0.019 level of significance ($p < 0.005$).

Table 4.23 shows that there was a relationship between Sufficient Information as a browse element with visitors and online users who chose Google Review as a motivation element for visiting the Lead Generation website. The Website Features Quality preferences of online users in the Acquisition Stage correlate with those in the Behaviour Stage. Online users Motivated by Google Review show correlation with Services or Tests (5.546) when

they Browse on the website. Online users Motivated by Google Review correlate with Sufficient Information (2.887) when they Browse on the website. Thus, visitors and online users who chose Google Review as a motivation element were 2.887 times more likely to use Sufficient Information compared to visitors and online users who chose either online advertisements, Google search or referral with respect to products or technique, and it was statistically significant at 0.089 level of significance ($p < 0.005$).

Relationships between Motivation and Friction are shown in Table 4.23. There was a relationship between Reputation or Rank as a friction element of visitors with visitors and online users who chose Online Advertisements as a motivation element for visiting the Lead Generation website. The Website Features the Quality preferences of online users in the Acquisition Stage correlated with those in the Behaviour Stage. Online users Motivated by Online Advertisements showed correlation with Reputation or Rank (383.666) when they have Friction on the website. Online users Motivated by Google Review showed correlation with Reputation or Rank (5.272) when they had Friction on the website. Visitors and online users who chose Online Advertisements as a motivation element were 383.666 times more likely to use Reputation or Rank compared to visitors and online users who chose either Google search, Google search or referral with respect to value or results, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

The relationship between Reputation or Rank as a friction element with visitors and online users who chose Google Review as a motivational element shows that visitors and online users who chose Google Review as a motivation element were 5.272 times more likely to use Reputation or Rank compared to visitors and online users who chose either online advertisements, Google search or referral with respect to value or results, and it was statistically significant at 0.022 level of significance ($p < 0.005$).

4.4.11 Study Query 16: What is the relationship between the Behaviour stage and the Conversion stage through the Online Survey?

Table 4.25 shows relationships between Browse and Incentive. There was a relationship between Interaction as an incentive element for converting into customers on the website with visitors and online users who chose Sufficient Information as a browse element for browsing. The Website Features Quality preferences of online users in the Behaviour Stage correlated with those in the Conversion Stage with visitors and online users who chose Interaction as an incentive element being 3.031 times more likely to use Sufficient Information compared to visitors and online users who chose either services or

tests, teams or specialists or products or techniques. This was statistically significant at 0.082 level of significance ($p < 0.005$).

Relationships were found between Browse and Anxiety. Table 4.25 shows a relationship between Navigation: Not Well-Designed as an anxiety element for converting into customers on the website with visitors and online users who chose Services or Tests as browse elements. Visitors and online users who chose Navigation: Not Well-Designed as anxiety were 207.472 times more likely to use Services or Tests compared to visitors and online users who chose either teams or specialists, sufficient information or products or techniques with respect to trust with respect to experience: unavailability of case studies, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

There was also a relationship between Navigation: Not Well-Designed as an anxiety element for converting into customers on the website with visitors and online users who chose Teams or Specialists as browse elements. The Website Features Quality preferences of online users in the Behaviour Stage correlated with those in the Conversion Stage. Online users who Browse using Services or Tests showed correlation with Anxiety on the website of Navigation: Not Well-Designed (207.472). Online users who Browse using Teams or Specialists showed correlation with Anxiety on the website of Navigation: Not Well-Designed (379.762). This demonstrates that visitors and online users who chose Navigation: Not Well-Designed as anxiety were 379.762 times more likely to use Teams or Specialists compared to visitors and online users who chose either services or tests, sufficient information or products or techniques at a 0.000 level of significance ($p < 0.005$).

Relationships between Friction and Anxiety showed in Table 4.25 include a relationship between Content: Insufficient Information and Details as an anxiety element for converting into customers on the website with visitors and online users who chose Price or Cost as a friction element for intending to convert into customers. The Website Features Quality preferences of online users in the Behaviour Stage correlate with those in the Conversion Stage. Online users who have Friction using Price or Cost show correlation with Content: Insufficient Information and Details (4.439) when they have Anxiety on the website. This shows that visitors and online users who chose Content: Insufficient Information and Details as anxiety were 4.439 times more likely to use Price or Cost compared to visitors and online users who chose either reputation or rank or value or results at 0.035 level of significance ($p < 0.005$).

4.4.12 Study Query 17: What is the relationship between the Acquisition stage and the Conversion stage through the Online Survey?

Relationships between Search and Anxiety are shown in Table 4.26. There was a relationship between Navigation: Not Well-Designed as an anxiety element for converting into customers on the website with visitors and online users who chose Offline Word of Mouth as a search element. Visitors and online users who chose offline Word of Mouth as a search element were 324.655 times more likely to use Navigation: Not Well-Designed compared to visitors and online users who chose either Google engine, comparing websites or social media (Facebook and LinkedIn) with respect to experience: unavailability of case studies, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

There was a relationship between Navigation: Not Well-Designed as an anxiety element for converting into customers on the website with visitors and online users who chose Google Engine as a search element. The Website Features Quality preferences of online users in the Acquisition Stage correlated with those in the Conversion Stage. Online users who Search using Offline Word of Mouth showed correlation with Navigation: Not Well-Designed (324.655) when they have Anxiety on the website. Online users who Search using Teams or Specialists showed correlation with Navigation: Not Well-Designed (638.310) when they have Anxiety on the website. Visitors and online users who chose Google Engine as a search element were 638.310 times more likely to use Navigation: Not Well-Designed compared to visitors and online users who chose either offline Word of Mouth, comparing websites or social media (Facebook and LinkedIn) with respect to experience: unavailability of case studies, and it was statistically significant at 0.000 level of significance ($p < 0.005$).

The relationship between Motivation and Incentive included a relationship between Interaction as an incentive element for intending to convert into customers on the website with visitors and online users who chose Google Search as a motivation element. The Website Features Quality preferences of online users in the Acquisition Stage correlated with those in the Conversion Stage. Online users Motivated by Google Search correlated with Interaction when they had Incentive on the website (4.439). Visitors and online users who chose Google Search as a motivation element were 2.772 times more likely to use Interaction compared to visitors and online users who chose either online advertisements, Google review or referral with respect to trust, and it was statistically significant at 0.096 level of significance ($p < 0.005$).

Relationships between Motivation and Anxiety showed in Table 4.26 that there was a relationship between Navigation: Not Well-Designed as an anxiety element for converting into customers on the website with visitors and online users who chose Google Review as a motivation element. The Website Features Quality preferences of online users in the Acquisition Stage correlate with those in the Conversion Stage. Online users Motivated by Google Review show correlation with Navigation: Not Well-Designed (3.065) when they have Anxiety on the website. Online users Motivated by Google Review show correlation with Content: Insufficient Information and Details (4.325) when they have Anxiety on the website. This shows that visitors and online users who chose Google Review as a motivation element were 3.065 times more likely to use Navigation: Not Well-Designed compared to visitors and online users who chose either online advertisements, Google search, or referral with respect to experience: unavailability of case studies, and it was statistically significant at 0.080 level of significance ($p < 0.005$).

Table 4.26 shows that there was a relationship between Content: Insufficient Information and Details as an anxiety element for converting into customers on the website with visitors and online users who chose Google Review as a motivational element for visiting the Lead Generation website. It shows that visitors and online users who chose Google Review as a motivation element were 4.325 times more likely to use Content: Insufficient Information and Details compared to visitors and online users who chose either online advertisements, Google search or referral with respect to experience: unavailability of case studies, and it was statistically significant at 0.038 level of significance ($p < 0.005$).

4.5 Summary of the Conversion Funnel Findings

Descriptive findings showed that visitors and online users on the Conversion Kings website selected preferences, including Google engine, Google review, sufficient information or content, reputation or rank, trust and experience of the agency. There were correlations between the country; previous visits to the website; and the personality of visitors and online users and the elements of search, motivation, friction, incentive, anxiety. There were also correlations between the motivation to visit the website and the anxiety of visitors and online users to convert into customers on the website.

Relationships between Google engine, comparing websites, Google review, service or tests, teams or specialists, sufficient information and details, and website recommendations and the previous visits of online users have been found in the current study. Offline Word of Mouth, Google engine, referral, sufficient information and details,

interaction were related by the income of online users. Google search had a relationship with the country of online users. Online advertisements, Google search, sufficient information and details, navigation: not well-designed, and content: insufficient information and details had related to the personality of online.

The findings showed that during the Acquisition stage there were relationships between services or tests and offline Word of Mouth, Google engine, online advertisements and Google review; teams or specialists and online advertisements; sufficient information and Google search and Google Review; and reputation or rank and online advertisements and Google review. The findings showed that during the Behaviour stage there were relationships between interaction and sufficient information; navigation: not well-designed and services or tests and teams or specialists; and content: insufficient information and details and price or cost as friction. The findings showed that during the Conversion stage that there were relationships between navigation: not well-designed and offline Word of Mouth, Google engine and Google review; navigation: not well-designed and; interaction and Google search; content: insufficient information and Google review.

4.6 Summary of Chapter 4

Chapter 4 presented the results of the three research objectives through three tools, including Google Analytics, Heat Maps and the Conversion Funnel. The next chapter will discuss these results in relation to the research questions and the theoretical model presented in chapter 2. It will then present recommendations, contributions, limitations and future works relating to the study, and conclusions.

5. CHAPTER FIVE: DISCUSSION AND CONCLUSIONS

5.1 Introduction

This chapter discusses essential aspects of the findings of this current research project, then makes recommendations, and finally outlines contributions, study limitations, future works and conclusions. In this study, the term ‘online users’ refers to any customer, business customer, or visitors that search the Internet. The findings are interpreted from the perspective of the research questions for the current study and discussed related to the three theories outlined in the literature review. The chapter then presents recommendations arising from the study for the consideration of other researchers, practitioners and their organisations. Study limitations are outlined, some of which could not be overcome because of the time and resources constraints and some thoughts and ideas for future research are suggested. Contributions of the study to the body of knowledge are then discussed. Finally, conclusions are made that summarise the key points that arise from the conduct and analysis of this thesis and their implications for Website Features Quality and Lead Generation websites.

5.2 Study Discussions

The study findings at the acquisition stage, the behaviour stage and the conversion stage in terms of Google Analytics, Heat Maps and the Conversion Funnel are discussed in this section, the three theories guiding this study, Technology Acceptance Theory, The Flow Theory and The Theory of Planned Behaviour are also discussed in relation to these findings.

The readers may note that there is a similarity in some sections of discussion while they go through the sub-sections. This phenomenon arises from the relationship between Website Features Quality and Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on the Lead Generation website. On the Lead Generation website, the processes of Visitor Acquisition, the responses of Online User Behaviour and Conversion Rate Optimisation are not clearly distinct compared to other websites, such as the e-commerce website. On the e-commerce website, online customers mostly go through the Buying Funnel stages of finding goods or services; exploring goods or services; choosing goods or services and purchasing goods or services (Singh et al. 2005; De Haan et al. 2015; McDowell et al. 2016). In contrast, on an informative website, such as a Lead Generation website, online users mostly experience the Conversion Funnel stages. These are the

searching for general information at the acquisition stage; browsing for specific information and details; and converting online users into customers through trying trials or tests (ConversionKings 2018).

For each section of the discussion, this study uses the approach in Figure 5.1 to demonstrate the findings and their importance on the Lead Generation website and to explain their impact on the online users and the owners of the website.

Figure 5.1: Demonstrating the findings and their importance on the Lead Generation website.

<p>What did the research find? The current research found that...</p>	Finding
<p>What is this data saying? This finding indicates that...</p>	Meaning
<p>Why is this data exciting? It is essential to know that this data will lead to...if this result happens...</p>	Importance
<p>How do these data help online users in the field? Online users will be helped by...</p>	Impact on Online Users
<p>How will a website use these features to enhance online behaviour? Conversion Kings will use these features to...</p>	Impact on Website Owners

5.2.1 Google Analytics

This section consists of two sub-sections. The first sub-section discusses the findings of demographic data related to age, gender and devices through Google Analytics. In the second sub-section, Website Features Quality, in terms of the default channels, the landing pages and the exiting pages, findings are discussed at the acquisition, behaviour and the conversion stages through Google Analytics. The Technology Acceptance Theory, including usability and usefulness, related to Website Features Quality, is also discussed in this section.

The findings discussed in this section address Research Objective 1: To investigate the performance of the website through Google Analytics. The findings from the analysis of Google Analytics answer Research Question 1: How does Website Features Quality impact the performance of the website, including (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers of the Lead Generation website?

5.2.1.1 Demographic Data

Demographic data is considered first in this discussion as it plays a moderating role between the performance of the Website Features Quality and visitors, online users and customers. Some groups, for example, age, gender or devices of online users, are interested in the website offers and services more than other groups. Demographic data can play a moderating role by reducing the efforts of acquiring process, behavioural engagement and converting decision. In the following sections, the discussion focuses on the findings of the demographic data, including age, gender and devices, at the acquisition stage, the behaviour stage and the conversion stage through Google Analytics.

5.2.1.2 Acquisition Stage

Online male users in the age group 25-34 who used desktops had the highest rate in terms of returning visits, new visits and sessions. It can be inferred from these results that online male users in the 25-34 years age group who used desktops were more aware of the offers and services or more interested in searching for knowledge and general information about the Conversion Kings website compared to online female users or online users in other age groups who used different devices on the Lead Generation website.

It is evident that the Lead Generation website is a more attractive environment for online male users compared with online female users in terms of visiting and landing. This finding may help website developers and digital organisations to align brands that target online male users with desktop use in the acquisition stage. This finding is supported by a study showing that acquiring tools, such as emails or text messages, is more useful to attract females (Alhawari 2012). This study shows that women are content-oriented and concentrate more on texts or details of information (Schuessl et al. 2003); hence their interest in the Lead Generation website is different from that of men. Thus, this differentiation should be considered by website developers, analysts and designers.

In terms of visiting and landing, this study has found that 25-34-year-olds are the most frequently converted customers on the Lead Generation website compared with other

age groups. It may be that this is because this generation (Y was born between 1980 and 2000) is the last generation (Sherman et al. 2015) who have grown up during the technology revolution.

In terms of the technical performance of the device, the current study reveals that desktops are the most important devices to attract online users on the Lead Generation website. This finding is consistent with a previous study that showed desktops as the best-attracting device on education websites (Luo et al. 2015) and on e-commerce websites (Mijac et al. 2018).

Website owners may consider this age group of 25-34-year-olds of online male users who used desktops as their first priority of marketing segmentation while developing a new marketing campaign and improving Website Features Quality related to searching features for general information. The consideration of this age group of 25-34-year-olds of the online male users who used desktops may be an opportunity to further enhance the experience for this demographic on the Lead Generation website. The enhancement of online user experience, in turn, also helps the growth of the online business through using this age group of 25-34-year-olds of online male users who used desktops at the as the Lead Generation for the acquisition stage.

5.2.1.3 Behaviour Stage

The results of this study indicate that in the pages of the website, online male users in this age group who used desktops had the highest rate of real-time responses in terms of bounce rate, pages per session and average session duration. They also were more engaged in finding more specific information and details about the offers and services compared to online female users in other age groups who used tablets or mobile phones at the behaviour stage.

The current study indicates that online male users in this age group who used desktops have the best bounce rate. This result may mean that the real-time bounce rate responses of online male users during the behaviour stage is low and related to the Website Features Quality of the Lead Generation website. This finding is consistent with a study that stated that the best level of bounce rate relates strongly with Website Features Quality (Dragos, 2011). It is thus possible to suggest that when online male users use desktops, there may be a negative relationship between the bounce rate and the Website Features Quality in the behaviour stage. This means that online male users stay longer on the pages of the Lead Generation website compared to females.

Hasan et al. (2009) indicated that the more pages per session reviewed, the fewer are the problems relating to the usefulness of Website Content Quality; or, the usability of Website Design Quality on the website. As long as the outcome of pages per session for online male users in this age group who used desktops has the highest response, it is evident that this group experienced high-quality website features in terms of usefulness and usability variables.

The results in the current study of the Lead Generation website further show that the average session duration is a good indicator of the success of the Website Features Quality. Evidence from previous research shows that a high number of average pages per session was a good indicator of website goal achievement on e-health websites (Gordon et al. 2016).

This age group of online male users who used desktops may be considered by website owners as the first priority of marketing segmentation while they develop a new marketing campaign and improve Website Features Quality related to browsing features for specific information. This may be an opportunity for this group of desktop males to enhance their experience on the Lead Generation website if this demographic group is given more attention by website owners. At the behaviour stage, the enhancement of online user experience through a focus on this age group of male online users who used desktops can also help the growth of their online business.

5.2.1.4 Conversion Stage

In terms of goal Conversion Rate, the findings show that online female users in the age group of 65+-year-olds who used tablets had a high rate of real-time responses in terms of goal Conversion Rate. They also were more likely to be converted into customers at the conversion stage compared to online male users in other age groups or females who used desktops or mobile phones on the website.

Song and Zahedi (2005) indicate that these groups expect to meet their online goals with less effort since they have a low-level of online experience compared to other ages. For this reason, the age group of 65+-year-olds had a higher Conversion Rate because of the high number of enquiries. It is thus evident that elderly online users may find it challenging to cope with Website Features Quality features on the website. The results further indicate that females have a higher Conversion Rate compared to males through the current study. This may be because those females are more interested in text or details of information as they are content-oriented whereas males are found to be visualisation-oriented and are more focused on icons, images or pictures (Schiessl et al. 2003).

This current study found that tablets achieve the highest rate of conversion at the conversion stage. This finding contradicts previous research, that showed tablets had the lowest percentage of Conversion Rate in terms of purchases of the e-business website (Mijac et al. 2018). It is interesting that online users of the Lead Generation website use tablets as the most preferred device. It is possible that women in this demographic have embraced tablet technology in preference to desktops or mobile phones, and that the type of device used may depend on the type of website.

While they are developing a new marketing campaign and improving Website Features Quality related to converting online users into customers, the age group of 65+-year-olds online female users who used tablets may be considered as the first priority of marketing segmentation. This may enhance online user experience and, in turn, may also help the growth of online business at the conversion stage of the Conversion Funnel through this age group of online female users who used tablets.

The findings further show that at the conversion stage on the website, online males users in the age group of 25-34-year-olds who used desktops had a high rate of goal completions and goal value in terms of real-time responses. They were also more likely to be converted into customers compared to female online users in other age groups who used tablets or mobile phones in terms of goal completions and goal value. The results of online male users in the age group of 25-34-year-olds who used desktops in terms of goal completions and goal value are new the knowledge to the Lead Generation website.

As the priority of marketing segmentation, this age group of 25-34-year-olds of online male users who used desktops may be considered a priority while a new marketing campaign is developed and Website Features Quality related to converting online users into customers is improved. Hence, this may enhance online user experience and at the conversion stage also assist the growth of the online business through this age group of 25-34-year-olds of male online users who used desktops.

5.2.1.5 Website Features Quality

This section includes the findings of the Website Features Quality data, including default channels, landing pages and exiting pages; at the acquisition stage, the behaviour stage and the conversion stage through Google Analytics are discussed and related to the theory of the Technology Acceptance Model that was presented in Chapter 2.

5.2.1.6 The Default Channels

1- Acquisition Stage

The findings show that visitors and online users preferred to use the direct channel to access the website. They were also more aware of the offers of Conversion Kings in terms of returning visits, new visits and sessions on the Conversion Kings website compared to other channels, including organic search, paid search, referral, social and (Other), such as email. This result indicates that the direct channel had the best performance of Website Features Quality in terms of usefulness. Usefulness refers to the degree to which Website Features Quality enhances the experience of online users in searching for knowledge and general information to complete their conversion (Pavlou and Fygenon 2006).

It is, therefore, possible that the quality of the website feature is most useful when online users are led to the website via direct channels. Following the theoretical framework in the current study, it is evident that usefulness as an aspect of the Technology Acceptance Model supports the performance of the direct channel to acquire more visitors to land on the website. It is noticeable that the direct channel has the most attractive Website Features Quality compared to other channels in the Lead Generation website. This finding is supported by previous work showing that the direct channel was the most effective channel in leading the traffic to visit the world wide website (Plaza 2009).

Visitors and online users may continue to use the direct channel as the primary channel to connect and communicate with the website if other channels of communication are not developed. Visitors and online users may find this route is the most simple in terms of finding knowledge and general information on the website because visitors and online users simply need to type the URL directly into their browser or use the page bookmarked to access the website. Therefore, without positive intervention to change their searching behaviour, the number of visitors and online users entering through the direct channel will remain high in terms of the acquisition. Website owners could use the low-cost option of the default channels, such as the direct channel, as a marketing strategy to recruit more website traffic. This marketing strategy may improve website acquisition in terms of higher numbers of website traffic.

Behaviour Stage

The findings of the current study show that online users who came through (Other) channels, such as email, were more engaged in terms of bounce rate, pages per session and average session duration in pages of the website compared to other channels, including direct, organic search, paid search, referral and social. This result indicates that the best

performance of Website Features Quality in terms of usability to browse for specific information and details has occurred through (Other) channels, such as email. Usability refers to the degree that the Website Features Quality supports the navigation of online users in browsing the website pages to complete their conversion (Brown and Venkatesh 2005). It is, therefore, possible that the quality of the website feature is most suitable when online users browse on the website via (Other) channels, such as email. In following the theoretical framework, the performance of (Other) channels, such as email, to engage more visitors to browse on the website has been supported by the usability of the Technology Acceptance Model in the current study.

The finding of the current study is consistent with the previous study in terms of the importance of (Other) channels, such as email, to motivate more online users in browsing on website pages of the Lead Generation website. The number of visits during a month in 2011 on the e-commerce website showed that the email channel (2804 visitors) motivated a significant number of online users to browse on the website pages (Li and Kannan 2014).

Thus, if website owners do not develop other channels to vary the process of the engagement with their visitors and online users, they may continue to use (Other) channels, such as email, as their primary channel. To browse on the pages of the website, to surf for specific information and details, the majority of visitors and online users currently simply rely on (Other) channels, such as email, as the main channel because this is the most populated channel that the website uses to communicate with their clients. The number of visitors and online users surfing through (Other) channels, such as email, will, therefore, remain high if there is no strategic focus to change their browsing behaviour to draw more attention to the range of alternative channels.

2- Conversion Stage

In terms of goal Conversion Rate, the findings of this current study show that online users on the website who came through the paid search channel were more interested in converting into customers than those coming through other channels, including direct, organic search, referral, social and (Other) channels, such as email. In terms of usefulness and usability, it is assumed that the paid search channel had the best performance of Website Features Quality to convert online users into customers through trials and tests.

Both usefulness and usability lead visitors and online users through the Conversion Funnel stages to converting into customers on the website (Kaplan et al. 2007). It is, therefore, possible that the quality of the website feature is the most appropriate motivation when online users convert into customers on the website via the paid search channel. It is

then noticeable that usefulness and usability aspects of the Technology Acceptance Model support the performance of the paid search channel to convert more online users into customers via trials and tests on the website which aligns with the theoretical framework in the current study.

It is evident that the paid search channel plays an important role in converting more online users into customers on the Lead Generation website. This finding is supported by previous research that indicates the paid search channel is as an essential path to convert significant online users into e-commerce website customers (Li and Kannan 2014). As the primary channel to convert into customers, visitors and online users may continue to use the paid search channel if the strategy of converting visitors and online users into customers is not varied to promote access through other channels.

As the main channel of the website, the majority of visitors and online users depend on the paid search channel to be customers compared to other channels, including direct, organic search, referral, social and (Other) channels, such as the email. Therefore, the number of visitors and online users through (Other) channels, such as email, will remain high in terms of converting into customers if the priority is not given to change their conversion into customer behaviour through the use of other channels instead of the paid search channel.

The findings of this current study show that the important conversion of visitors and online users on the website happened through the organic search channel. Online users who came through the organic search channel were more willing to convert into customers on the website in terms of goal completions and goal value compared to other channels, including direct, paid search, referral, social and the (Other) channels, such as email. It is assumed that the organic search channel has the best performance of Website Features Quality in terms of usefulness and usability to encourage online users to complete the final action through trials and tests for beneficial conversions.

When following the theoretical framework in the current study, it is then noticeable that usefulness and usability aspects of the Technology Acceptance Model support the performance of the organic search channel to convert more online users into customers via trials and test on the website. Research has indicated that more than half the visitors leave a website without converting into online users due to the lack of either usefulness or usability website features (Vila and Kuster 2011). It is, therefore, possible that the quality of the website feature is the most appropriate motivation when online users convert into customers via the organic search channel.

On the Lead Generation website, it is evident that the organic search channel plays an essential role in encouraging online users to complete their final actions. In the previous research, the organic search channel motivated significant online users (4469) to convert into customers in the e-commerce website customers during one month in 2011 (Li and Kannan 2014). Visitors and online users may continue to use the organic search channel as the primary channel to convert into customers if website owners do not develop other channels to vary the strategy of conversion of visitors and online users into customers.

5.2.1.7 Summary

Table 5.1 provides a summary of the most important findings in Google Analytics through the default channels. The table shows that in the Conversion Funnel Stages, the most popular channel used at the acquisition stage is the direct channel; in the behaviour stage it is (Other) channels, such as email; and in the conversion stage, the most popular channel is the paid search and organic channel.

Table 5.1: Summary of the most important findings in Google Analytics through the default channels.

Conversion Funnel Stage	Most Popular Default Channel	Most Important Function
Acquisition Stage	Direct Channel	High Visits
Behavioural Stage	(Other) Channel, such as email	Low Bounce Rate
Conversion Stage	Paid Search Channel	High Conversion Rate
	Organic Search	Goal Completions
		Goal Value

In particular, the direct channel was the preferred channel to attract the highest number (quantity) of visitors and online users in terms of the acquisition stage. This may mean that the website developers, analysts and designers should rely on the direct channel to attract potential online users to the website of companies or organisations.

During the acquisition stage on the Lead Generation website, the findings show that the best channel in terms of the highest number of returning online users, new online users and sessions do not align with the best behaviour in terms of bounce rate, pages per sessions and average session duration, nor with the highest rate of conversion in terms of goal Conversion Rate, goal completions and goal value. It is important for website owners to be

aware that the channel that achieves the highest number of visitors and online users does not mean it has the best behaviour or the highest rate of conversion. They need to consider each of these factors to maximise Website Features Quality by moving online users through the funnel. In addition, from the perspective of the Technology Acceptance Model, the result indicates that the usefulness levels are low in the (Other) channels, such as email because they attracted a smaller number of visitors compared to the direct channel.

The paid search channel has the highest rate in the conversion stage. This result may mean that the website developers should aim to move online users to the paid search channel if they aim to convert online users into customers. Therefore, the rate of conversion of visitors and online users will remain high in terms of conversion through the paid search channel compared to direct, paid search and organic search and (Other) channels, such as email.

Online users who came through the organic search channel were more willing to convert into customers in terms of goal completions. As a consequence, the agency may continue to convert online users to the organic channel to ensure that a high number of goal completions have been completed by online users. However, they need to consider that they may face a reduction in the conversion through the organic search channel in terms of bounce rate, pages per session and average session duration.

5.2.1.8 *The Landing Pages*

1- Acquisition Stage

Most visitors and online users landed first on the Home page compared to other landing pages after searching for the website. They were more aware of the offers and services in terms of returning sessions and new online users compared to other landing pages. This result indicates that the Home page had the best performance of Website Features Quality in terms of usefulness, which serves as the first stage of the awareness of users in the online environment at the acquisition stage of the funnel (Kaplan et al. 2007). Visitors are less likely to land on the website if they feel that the information is not useful (Yousafzai et al. 2010). It is, therefore, possible that the Home page had the best performance of Website Features Quality in terms of usefulness. Thus, this is evidence that the performance of the Home page has been supported by the usefulness of the Technology Acceptance Model when looking at the theoretical framework in the current study.

It is evident that the Home page was the best landing path to access the website in terms of Website Features Quality compared to other pages in the Lead Generation website.

Informative website visitors may have more than one path while they land on the website in comparison with e-commerce website visitors who have one path of pages, where they start at one point and end at another. They open one page on the informative or content-based website while they continue to complete other tasks on another page (Boswell 2011). The strategy of the agency website needs to take account of this finding. Visitors and online users may continually land on the Home page as the primary page to engage with it after visiting the website if website owners do not make a change in their acquisition strategies, through other channels instead of relying only on the Home page, to communicate with their visitors and online users.

In terms of new sessions, online users who engaged in the specialist sub-page in the Conversion Rate Optimisation page were found to be more aware of the offers and services on the website compared to other landing pages. This indicates that the best engagement of visitors and online users after re-landing on the website is on the specialist sub-page in the Conversion Rate Optimisation page compared to other landing pages. This also indicates that new sessions can assist website developers, analysts and designers in assuming that the specialist sub-page is useful in relation to the performance of Website Features Quality.

New sessions indicate that online users are interested in the information on this page by re-visiting it. At the acquisition stage of the funnel, usefulness is the first aspect of acquiring online users on the website (Kaplan et al. 2007). As presented in the theoretical framework in the current study, usability through the Technology Acceptance Model supported the engagement of online users to surf more on the Lead Generation website in terms of the high number of new sessions. This is a new finding on the Conversion Rate of websites that adds to knowledge within the Lead Generation literature.

Visitors and online users may continually re-land on the specialist sub-page in the Conversion Rate Optimisation page as the primary page to re-engage after visiting the website if changes in their strategies of acquisition are not made to encourage landing through other channels instead of only the direct channel when communicating with their visitors and online users. Currently, visitors and online users simply re-land on this page of the website when they re-use the direct channel to direct them to the website.

2- Behaviour Stage

The findings show that online users who browsed on the ‘about us’ sub-page in the Conversion Rate Optimisation page were more engaged in terms of bounce rate, pages per session and average session duration compared to other landing pages. This indicates that

the best engagement of visitors and online users was on the 'about us' sub-page in the Conversion Rate Optimisation page compared to other landing pages.

This indicates that the 'about us' sub-page had the best usability in relation to the performance of Website Features Quality. Usability serves as the second stage of the engagement of online users on the website at the behaviour stage of the funnel (Kaplan et al. 2007). It is, thus, possible that the 'about us' sub-page has high-quality website features when online users browse on the website via this sub-page. As shown in the theoretical framework of the current study, usability through the Technology Acceptance Model supported the engagement of online users to surf more on the Lead Generation website.

It is evident that the engagement of online users on the website pages is an essential indicator of whether the page has high-quality website features or not. Evidence from previous research shows that online user engagement on the e-commerce website pages was high-quality to support the best website features (Ding et al. 2015). Visitors and online users may continue to frequently engage on this 'about us' sub-page in the Conversion Rate Optimisation page if a new design or navigation for their pages is not developed to ensure that visitors and online users experience the best browse experience. The majority of visitors and online users engage on the 'about us' sub-page in the Conversion Rate Optimisation page only after they have relied on the direct channel to land on the Home page.

3- Conversion Stage

Online users who became customers on the audit sub-page in the Conversion Rate Optimisation page have been found in the current study to be more willing to convert into customers in terms of goal Conversion Rate compared to other landing pages. To convert online users into customers through trials and tests, it is assumed that this audit sub-page had the best performance of Website Features Quality in terms of usefulness and usability. Visitors and online users may fail to convert to customers on the website if they feel that the information is not useful (Yousafzai et al. 2010). Usability serves as the second stage of the engagement of online users on the website at the behaviour stage of the funnel (Kaplan et al. 2007). When following the theoretical framework in the current study, it is noticeable that usefulness and usability of the Technology Acceptance Model had supported the performance of the audit sub-page in the Conversion Rate Optimisation page for better online user experience. These results in relation to goal Conversion Rate of the audit sub-page provide a new contribution to the knowledge of the Lead Generation website.

Visitors and online users may continue to use the audit sub-page in the Conversion Rate Optimisation page as the primary page to convert into customers if other landing pages

are not developed to vary the strategy of conversion visitors and online users into customers. The majority of the 'worthy' visitors and online users depend on the audit sub-page in the Conversion Rate Optimisation page as the main landing page to convert into customers compared to other landing pages. The findings in this current study show that online users who became customers on the audit sub-page in the Conversion Rate Optimisation page were more interested in converting into customers in terms of goal completions compared to other landing pages.

The best performance of Website Features Quality is indicated by the impact of the audit sub-page on converting more online users into customers through the trials and tests on this page. Usefulness and usability of the Technology Acceptance Model indicate support for the performance of the audit sub-page in the Conversion Rate Optimisation page for better online user experience when looking at the theoretical framework in the current study. In relation to goal completions of the audit sub-page, these results contribute new insights to the knowledge of the Lead Generation website.

Visitors and online users may continue to use the audit sub-page in the Conversion Rate Optimisation page as the primary page to convert into customers if website owners do not develop other landing pages to vary the strategy of the conversion of visitors and online users into customers. The majority of the 'worthy' visitors and online users depend on the audit sub-page in the Conversion Rate Optimisation page as the main landing page to convert into customers compared to other landing pages. The findings of this current study show that online users who became customers on the audit sub-page in the Conversion Rate Optimisation page were worthier of conversion into customers on the Conversion Kings website in terms of goal value compared to those on other landing pages.

It is assumed that the audit sub-page in the Conversion Rate Optimisation involved the best performance of Website Features Quality as revealed through the worthiest outcome of goal value on this page. In looking through the sequences of the theoretical framework in the current study, it is evident that usefulness and usability of the Technology Acceptance Model act as support variables for the performance of the audit sub-page in the Conversion Rate Optimisation. These results are important to add a new contribution to the knowledge of the Lead Generation website,

Visitors and online users may continue to use the audit sub-page in the Conversion Rate Optimisation page as the primary page to convert into customers if other landing pages are not further developed to vary the strategy of conversion visitors and online users into customers. The majority of the 'worthy' visitors and online users depend on the audit sub-

page in the Conversion Rate Optimisation page as the main landing page to convert into customers on the website compared to other landing pages.

5.2.1.9 Summary

Table 5.2 provides a summary of the most important findings in Google Analytics through the landing pages. The table shows that in the Conversion Funnel Stages, the most popular pages used at the acquisition stage are the Home page and the specialist sub-page, in the behaviour stage it is the about us sub-page, and in the conversion stage the most popular channel is the audit sub-page.

Table 5.2: Summary of the most important findings in Google Analytics through the landing pages.

Conversion Funnel Stage	Most Popular Landing Page	Most Important Function
Acquisition Stage	Home page	Returning Sessions
	Specialist Sub-Page	New Sessions
Behavioural Stage	About Us Sub-Page	Bounce Rate
Conversion Stage	Audit Sub-Page	High Conversion Rate
		Goal Completions
		Goal Value

In particular, the Home page was the preferred channel to attract the highest number (quantity) of returning sessions in terms of the acquisition stage. This may mean that the website developers, analysts and designers should rely on the Home page to attract potential online users to the website of companies or organisations.

During the behaviour stage on the Lead Generation website, the findings show that the Home page played an essential role in the acquisition metrics with most visitors and online users engaged with it after entering the website, compared to other landing pages. The Home page was not the best landing page in terms of behaviour metrics and conversion metrics. The about us sub-page in the Conversion Rate Optimisation page was the best landing page in terms of behaviour metrics, but it was neither the best for quantity in terms of the acquisition metrics nor the best for being ‘worthy’ in terms of the conversion metric compared to other landing pages. Therefore, the quality of visitors and online users will remain high through the ‘about us’ sub-page in the Conversion Rate Optimisation page in

terms of behaviour metrics, even though the number of visitors and online users is low in terms of acquisition metrics and conversion metrics compared to the other landing pages.

The audit sub-page in the Conversion Rate Optimisation page had the highest rate of goal conversion in terms of conversion metrics, but it was neither the best for quantity in terms of the acquisition metrics nor the best for quality in terms of behaviour metrics compared to other landing pages. Therefore, the top rate of goal conversion of visitors and online users will remain high in terms of goal Conversion Rate through the audit sub-page in the Conversion Rate Optimisation page even though the quantity and quality of visitors and online users is low compared to other landing pages.

The audit sub-page in the Conversion Rate Optimisation page had the top goal completions in terms of conversion metrics. However, it was neither the best for quantity in terms of the acquisition metrics nor the best for quality in terms of behaviour metrics compared to other landing pages. Therefore, the highest number of conversion of visitors and online users will remain high in terms of goal completions through the audit sub-page in the Conversion Rate Optimisation page even though the quantity and quality of visitors and online users is low compared to other to landing pages.

The audit sub-page in the Conversion Rate Optimisation page had the most worthy goal value in terms of conversion metrics, but it was neither the best for quantity in terms of the acquisition metrics nor the best for quality in terms of behaviour metrics compared to other landing pages. Therefore, the valuable number of conversion of visitors and online users will remain high in terms of goal value through the audit sub-page in the Conversion Rate Optimisation page even though the quantity and quality of visitors and online users is low compared other to landing pages.

5.2.1.10 *Exiting Pages*

1- Acquisition Stage

Most visitors and online users exit from the website through the Home page compared to other exiting pages whether they completed their conversion or not. The findings show that online users who accessed the website through the Home page were more aware of the offers and services compared to other exiting pages, including that most visitors and online users first entered the website through the Home page compared to different exiting pages after finishing their search in the online environment. This indicates that the Home page recorded the best performance of Website Features Quality in terms of exit points. Usefulness has been shown to have a significant impact on Visitor Acquisition, such

as more frequent re-visiting of website pages by online users (Yousafzai et al. 2010). In looking at the theoretical framework in the current study, it is clear that usefulness of the Technology Acceptance Model supports the performance of the Home page to inspire a significant number of visitors to land on the website.

Even though a website Home page can attract a lot of visitors, other companies and organisations struggle to convert more visitors to online users and customers on the e-retailing website (Ashraf and Thongpapanl 2015). Even though visitors and online users may continue to land on the Home page as the primary page agencies need to consider the change to their strategies of acquisition through other channels in addition to only the direct channel to communicate with their visitors and online users. With current strategies, visitors and online users are directed to automatically enter the Home page of the website when they use the direct channel.

2- Behaviour Stage

Most visitors and online users engaged on the client portfolio sub-page compared to other exiting pages after browsing on the website. Online users were found to prefer the client portfolio sub-page in the Conversion Rate Optimisation page in terms of bounce rate compared to other exiting pages. This indicates that the best engagement of visitors and online users was in the client portfolio sub-page in the Conversion Rate Optimisation page compared to other exiting pages. It is also indicated that this client portfolio sub-page involved the highest performance of Website Features Quality in terms of usability. Vila and Kuster (2011) found that more than half of visitors left the website without converting to online users due to the lack of usability features. This result supports the theoretical framework in the current study that shows the usability of the Technology Acceptance Model impacts the performance of the client portfolio sub-page to engage more visitors to browse on the website.

These results indicated that the client portfolio sub-page recorded the best outcome in terms of bounce rate. In contrast, a high level of bounce rate occurs because either Website Features Quality is weak, or visitors and online users are not interested in the website content, including specific information or details (Dragos 2011).

Visitors and online users may frequently engage on the client portfolio sub-page in the Conversion Rate Optimisation page if new design or navigation for pages is not developed to ensure visitors and online users experience the best browse experience. The majority of visitors and online users engage on the client portfolio sub-page in the

Conversion Rate Optimisation page automatically after they use the direct channel to land on the Home page.

The findings show that online users who browsed on the Home page were more engaged in pages of the website in terms of the pageview and unique pageview compared to other exiting pages. It indicates that the best engagement of visitors and online users was in the Home page. Consequently, the results of the pageview and unique pageview on the Home page support the belief that this page involved the highest performance of Website Features Quality in terms of usability.

Usability has demonstrated an impact on the experience of online users, with less complicated Website Features Quality for visitors, leading to a better experience of online users (Al-Qeisi et al. 2014), indicating that the application or website was found to be easy to use. In following the theoretical framework in the current study, it is interesting that the usability of the Technology Acceptance Model impacts the performance of the Home page to engage more visitors to browse on the website. In relation to the pageview and unique pageview of the Home page of the website, these results contribute new insights to the knowledge of the Lead Generation website.

Visitors and online users will continue to frequently engage on the Home page if new design or navigation for their pages is not developed to ensure their visitors and online users experience the best browse experience. The majority of visitors and online users are directed to land and engage on the Home page when they use the direct channel.

Online users who browsed on the digital marketing methodology page have been found to be more engaged in pages of the website in terms of average time compared to other exiting pages. Thus, the best engagement of visitors and online users was found in the digital marketing methodology page compared to other exiting pages. This result indicates that the best the performance of Website Features Quality is supported by the availability of usability on the digital marketing methodology page. Accordingly, the performance of the digital marketing methodology page to engage more visitors to browse has been impacted by the usability of the Technology Acceptance Model.

This digital marketing methodology page had the best quality in terms of average session duration in the Lead Generation website. These results are also consistent with the results in the previous study that show the average session duration on the e-commerce website as an indication of the success of the website (Dinis et al. 2016). Visitors and online users will continue to frequently engage in the digital marketing methodology page if website owners do not develop new designs or navigation for their pages to ensure their

visitors and online users experience the best browse. The majority of visitors and online users engage in the digital marketing methodology page when they use the direct channel to land on the Home page.

3- Conversion Stage

This current study shows that online users who left the website through the locations sub-page in the Conversion Rate Optimisation page stayed longer on this page in terms of exit points on the website compared to other exiting pages. This finding indicates that visitors and online users were more immersed in the content of the locations sub-page in the Conversion Rate Optimisation page compared to other exiting pages. It is also noted that this locations sub-page in the Conversion Rate Optimisation page had the best exit point features.

Thus, this result indicates that this sub-page had the best performance of Website Features Quality in terms of usefulness and usability to convert online users into customers through trials and tests of the website. Usefulness relates to the psychological or human features of Website Features Quality, such as content, colours, graphics or music, that online users experience with their feelings and minds, which affect their behaviour and performance on the website (Song and Zinkhan 2003).

Usability includes virtual features, such as icons, links or menus, of Website Features Quality that online users experience with their hands, including clicks or taps (Song and Zinkhan 2003). When looking at the theoretical framework of the current study, it is shown that usefulness and usability in the Technology Acceptance Model support the finding that the performance of the locations sub-page has an impact on converting more online users into customers via trials and tests of the website. These results add a new contribution to the knowledge of the Lead Generation website in relation to exit points of the locations sub-page of websites.

Visitors and online users may continue to use the locations sub-page in the Conversion Rate Optimisation as the primary page to leave the website if other exiting pages are not further developed to encourage stickability of visitors and online users for a longer time. The majority of the visitors and online users on the website pages who stay longer currently depend on the locations sub-page in the Conversion Rate Optimisation as the main exiting page to leave compared to other exiting pages.

5.2.1.11 Summary

Table 5.3 provides a summary of the most important findings in Google Analytics through the exiting pages. The table shows that in the Conversion Funnel Stages, the most popular page used at the acquisition stage is the Home page, at the behaviour stage, it is (Other) channel, such as email, and at the conversion stage, the most popular channels are the paid search and organic channels.

Table 5.3: Summary of the most important findings in Google Analytics through the exiting pages.

Conversion Funnel Stage	Most Popular Exiting Page	Most Important Function
Acquisition Stage	Home page	High Visits
Behavioural Stage	Client Portfolio Sub-Page	Low Bounce Rate
Conversion Stage	Locations Sub-Page	Exit Points
		Page Value

In particular, the Home page was the preferred page to convert the highest number of ‘worthy’ visitors and online users into customers in terms of the conversion stage. It may mean that the website developers, analysts and designers should rely on the Home page to convert potential online users into customers on the website of companies or organisations.

During the conversion stage on the Lead Generation website, the findings show that the Home page is an essential page in the acquisition metrics given that most visitors and online users engaged in it after entering the Conversion Kings website. However, the Home page was not the best exiting page in terms of behaviour metrics and conversion metrics compared to other exiting pages. Thus, the number of visitors and online users is high in terms of acquisition through the Home page, but the quality of visitors and online users may be low in terms of behaviour metrics and conversion metrics compared to the other exiting pages.

The Home page was the best exiting page in terms of behaviour metrics, but it was neither the best for quantity in terms of the acquisition metrics nor the best for ‘worthy’ in terms of conversion metric compared to other exiting pages. Therefore, the quality of visitors and online users will remain high in terms of behaviour metrics, regardless of acquisition metrics, even though the quality of visitors and online users is low in terms of conversion metrics through the Home page compared to other exiting pages.

The digital marketing methodology page was the best exiting page in terms of behaviour metrics. However, it was neither the best for quantity in terms of the acquisition metrics nor the best for 'worthy' in terms of conversion metrics compared to other exiting pages. Therefore, the quality of visitors and online users will remain high in terms of behaviour metrics, even though the number of visitors and online users is low in terms of acquisition and conversion metrics through the digital marketing methodology page compared to other exiting pages.

The locations sub-page in the Conversion Rate Optimisation page had the greatest number of staying visitors and online users in terms of length of time on the website, but it was neither the best for quantity in terms of the acquisition metrics nor the best for quality in terms of behaviour metrics compared to other exiting pages. Therefore, the longest staying visitors and online users on the website will continue to exit through the locations sub-page in the Conversion Rate Optimisation even though the quantity and quality of these visitors and online users is low compared to other exiting pages.

5.2.2 Heat Maps

This section discusses the findings at the acquisition, behaviour and conversion stages of the Conversion Funnel through Heat Maps. Flow Theory, including attention and concentration, is used to develop a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation on the Lead Generation website. This section achieves Research Objective 2: To investigate the experiences of online users on the website through Heat Maps.

These findings related to Heat Maps provide evidence to answer Research Question 2: How Website Features Quality, including content, design, system and service, may associate positively with both: (i) Visitor Acquisition and (ii) Online User Behaviour and may improve (iii) Conversion Rate Optimisation on the Lead Generation website. Heat Maps provides visual evidence of the experience of online users on the website horizontally through different pages and vertically through different sections of website pages.

The following sections demonstrate the impact of levels of attention and concentration of visitors and online users across three main pages, including the Home page, the Conversion Rate Optimisation page and the Free Analysis and Audit page, on the case study website. The most important findings from Heat Maps in the Conversion Funnel Stages presented in Table 5.4 are discussed in the following sub-sections.

Table 5.4: Summary of most important findings from Heat Maps in the Conversion Funnel Stages.

Stage	Device Used	Click or Taps	Desktop Movements	Desktop Scrolls	Tablet Scrolls	Mobile Phone Scrolls
Acquisition (Home page)	Desktops (Least Tablets)	Highest (1360)	Highest Interaction Points (38796)	(32%) Above the Fold and (68%) Below the Fold	(50%) Above the Fold and (50%) Below the Fold	(68%) Above the Fold and (32%) Below the Fold
Behaviour (Conversion Rate Optimisation page)	Desktops (Least Tablets)	Average (388)	Average Interaction Points (29910)	(32%) Above the Fold and (68%) Below the Fold	(50%) Above the Fold and (50%) Below the Fold	(68%) Above the Fold and (32%) Below the Fold
Conversion (Free Analysis and Audit page)	Desktops (Least Tablets)	Lowest (89)	Lowest Interaction Points (2106)	(68%) Above the Fold and (32%) Below the Fold	(82%) Above the Fold and (18%) Below the Fold	(82%) Above the Fold and (18%) Below the Fold

5.2.2.1 Devices

The findings show that greatest levels of attention and concentration in relation to clicks or taps were achieved through desktops at the acquisition stage (the Home page), followed by the Behaviour Stage (the Conversion Rate Optimisation page) and the Conversion Stage (the Free Analysis and Audit pages). The findings suggest that desktops

were the most popular device in all the Conversion Funnel Stages, and tablets were the least popular.

These findings may suggest that visitors and online users experienced the best performance of Website Features Quality in the three Conversion Funnel Stages through desktops, which appeared to be to better for distinguishing between useful information and non-useful information on the Home page in comparison to other devices. The findings on levels of clicks or taps through Heat Maps demonstrate that desktops were also preferred to other devices in terms of efficiency and effectiveness when searching for knowledge and general information.

Flow Theory refers to the development of a psychological state that matches the experience of online users with the performance of the website at different stages of the Conversion Funnel (Finneran and Zhang 2005). When considered in conjunction with the theoretical framework for this study, these results indicate that desktops offer the best experience for online users on the Lead Generation website in terms of the attention and concentration aspects of Flow Theory. That is, when online users used desktops, they experience the flow state in terms of attention and concentration more comprehensively than when using other devices.

It is preferable for visitors and online users to continue to use desktops as their primary device to connect and communicate with the website while this device enables them to attend or concentrate on the content at all of the Conversion Funnel Stages. When using other devices, there is a greater possibility that they may leave the website at each stage if they are unable to find the best path to lead them to the next stage of the Conversion Funnel. Therefore, on the Lead Generation website, visitors and online users should be encouraged by agencies to continue using desktops as the primary device to access and visit the Home page to look for general information and to develop their awareness about the website as this can maximise their attention and concentration that lead to greater progress through the Conversion Funnel stages.

5.2.2.2 *Click or Tap Devices*

The findings show that most clicks or taps were done in the acquisition stage (the Home page) (1360); followed by the behaviour Stage (the Conversion Rate Optimisation page) (388); and the least number of clicks or taps were in the conversion Stage (the Free Analysis and Audit page) (89). These findings indicate that the greatest attention and concentration of visitors and online users occurred on the Home page (knowledge and

general information) compared to the Conversion Rate Optimisation page (specific information and details) or the Free Analysis and Audit page (tests or trials) of the website.

The findings imply that online users also experienced the best performance of Website Features Quality at the Home page in comparison to the Conversion Rate Optimisation page or the Free Analysis and Audit page. They then move quickly away before they enter the behaviour stage through the Conversion Rate Optimisation page and on to the conversion Stage through the Free Analysis and Audit page. That is, online users stay for a longer time on website pages when they experience useful information and ease of navigation.

This focus may be due to the level of useful information and ease of navigation that is present on the Home page at the acquisition stage, suggesting that website developers, analysts and designers may need to attend to the quality of the information and the ease of navigation on the behaviour and conversion stages as a strategy to improve the continuous flow of movement of online users through the funnel. Improving this flow is important, as without it online users are more likely to leave the website from the first stage (the Home page) rather than finding the path that leads them through the funnel to the next stage (the Conversion Rate Optimisation page) and then to the last stage (the Free Analysis and Audit).

Unless strategies are put in place by website owners to reduce the effort and time spent by visitors and online users on the Home page, obtaining many clicks and taps from their visitors and online users on the Home page is not sufficient to complete all funnel stages by these visitors or online users. Maintaining or increasing attention and concentration is required to keep website traffic at a high level at the acquisition stage and encourage for online users to continue through to the next stages, which are the behaviour and conversion stages of the funnel. This is an important finding as no other study was found that compared clicks and taps as a measurement or indicator of Website Feature Quality through the Conversion Funnel stages.

5.2.2.3 Desktop Movements

The total number of interaction points of movements through desktops on the Home page (38796) was higher than on either the Conversion Rate Optimisation page (29910) or the Free Analysis and Audit page (2106), indicating that visitors and online users use the Home page as their preferred page to access and land on the website through desktops. Attention and concentration were highest on the Home page in comparison to the Conversion Rate Optimisation page and the Free Analysis and Audit page.

These findings of the Home page desktop movements align to the theoretical framework to add new understanding of how desktop movements of online users impact on the quality of website features on the Conversion Rate Optimisation page or the Free Analysis and Audit page. Desktop movements of visitors and online users indicate that they were gradually losing their attention and concentration on the displayed content and the navigation path on the Home page. This could occur because online users may find it difficult to distinguish between the useful information and non-useful information on the Home page; the Conversion Rate Optimisation page; or, the Free Analysis and Audit page.

Alternatively, desktop movements of visitors and online users may decrease in attention and concentration if they do not find the knowledge and general information on the Home page; the specific information and details on the Conversion Rate Optimisation; or further tests or trials on the Free Analysis and Audit page. Improvement of the architecture and organisation of content and navigation to the next stage is required to optimise the flow of visitors and online users. On the informative Lead Generation website, the architecture and organisation of content and navigation are essential to enhance the experience of visitors and online users in terms of attention and concentration on the landing page. These findings are important as they add to knowledge about movements through the Conversion Funnel stages. No previous studies were found that compared desktop movements as a measurement or indicator of Website Features Quality.

5.2.2.4 Desktop Scrolls

The findings on desktop scrolls indicate that about (68%) of visitors and online users focused on above the fold in contrast to only (32%) who focused on below the fold of the Free Analysis and Audit page through desktops. Only (32%) of visitors and online users focused on above the fold against (68%) who focused on below the fold of the Home page and the Conversion Rate Optimisation page through desktops. These results show that online desktop users experienced the best performance of Website Features Quality at the Free Analysis and Audit page of the website in comparison with the Home page and the Conversion Rate Optimisation page.

Online users scrolled down to the end of the Free Analysis and Audit page to find more information before completing the final action, indicating that they needed full information before they navigated to submit their final action through their desktops. These online users scrolled down less on the Home and the Conversion Rate Optimisation pages compared to the Free Analysis and Audit page, indicating that online users had little interest

in gaining further information on these two pages. This finding aligns with the high number of clicks and taps noted in the acquisition stage. The 32% of desktop scrolls may be those online users who did not move through the funnel to the behaviour stage, whereas the 68% of online users who scrolled down the desktop in the acquisition stage were those who were interested in moving further through to the behaviour stage.

Website developers, analysts and designers may aim to increase the quality of the website features above the fold on the Home page of desktops to increase the attention and concentration of online users. This outcome on the conversion stage through desktops could be due to the level of useful information and easy navigation that is present on the Free Analysis and Audit page in comparison to the Home and Conversion Rate Optimisation pages.

These results have demonstrated that most attention and concentration of visitors and online users was spent at the conversion stage represented by the Free Analysis and Audit page where online desktop users were aiming to complete their online tests or trials. Evidence shows that most of the desktop scrolls occurred above the fold in the conversion stage compared to those below the fold, indicating that the quality of the website features above the fold on the Free Analysis and Audit pages is higher than quality than the features below the fold.

A change in website strategy would be required in order to keep more visitors and online users scrolling down on the Home and Conversion Rate Optimisation pages by reducing the effort and time required to be spent by desktop visitors and online users and hence increasing their attention and concentration in the behaviour stage and the conversion stages. Improving the quality of the website features at the acquisition stage will lead to increased website traffic in addition to increasing the attention and concentration of online users in later stages of the Conversion Funnel. As a measurement or indication of desktop Website Feature Quality, comparison of page scrolls through the Conversion Funnel stages has not been reported in any previous studies in the literature.

5.2.2.5 Tablet Scrolls

For visitors and online users who used a tablet, the findings on scrolls indicate that 50% focused on both above the fold and below the fold on the Home and the Conversion Rate Optimisation pages. In contrast, 82% of tablet visitors and online users focused on above the fold with only 18% who focused on below the fold of the Free Analysis and Audit page.

These results show that online tablet users also experienced the best performance of Website Features Quality above the fold on the Free Analysis and Audit page of the conversion stage. This implies that the quality of the website features on the Free Analysis and Audit pages were higher compared to the features below the fold because online users did not find it necessary to scroll down on the tablet during this stage.

As a measurement or indication of tablet Website Feature Quality, no studies were found in the literature that compared page scrolls through the Conversion Funnel stages.

5.2.2.6 Mobile Phone Scrolls

The findings indicate that 68% of mobile phone visitors and online users focused on above the fold against only 32% who focused on below the fold of the Home and Conversion Rate Optimisation pages. In contrast, 82% of mobile phone visitors and online users focused on above the fold, and 18% focused on below the fold of the Free Analysis and Audit page. Interestingly, the percentage of scrolls above and below the fold on tablets and mobile phones during the conversion stage was the same. That is, during the conversion stage, online users scrolled more above the fold than below the fold. This may be due to the size of the device as the screens of both the tablet and the mobile phone are smaller than the desktop. Online users may find it more difficult to scroll on tablets and mobile phone than on desktops.

In comparison with the Home and the Conversion Rate Optimisation pages, the results show that online users experienced the best performance of Website Features Quality on the Free Analysis and Audit page of the Conversion Kings website through mobile phones. It is evident that on the Free Analysis and Audit page the quality of the website features was higher above the fold and below the fold than on the Home page and the Conversion Rate Optimisation page, as online users did not scroll down to the end of these pages to find more information before completing the final action when using mobile phones through the Free Analysis and Audit page.

Online users of all devices wanted to have sufficient information before they navigated to submit their final action. However, mobile phone online users scrolled down more on the Free Analysis and Audit page compared to the Home and the Conversion Rate Optimisation pages. It seems that online mobile phone users were not as interested in further information on these two pages nor requiring it to proceed to their final action.

In aiming to complete their online tests or trials using mobile phones, it was demonstrated that most attention and concentration of visitors and online users was spent at

the conversion stage represented by the Free Analysis and Audit page. Comparatively less attention and concentration of visitors and online users were spent on the acquisition stage, represented by the Home page, and the behaviour stage, represented by the Conversion Rate Optimisation page. This outcome at the conversion stage could be due to the level of useful information and ease of navigation that is present on the Free Analysis and Audit page in comparison to the Home and Conversion Rate Optimisation pages. As a measurement or indicator of mobile phone Website Features Quality, comparison of page scrolls through the Conversion Funnel stages has not been used in previous studies.

5.2.2.7 Relationships between Visitors, Scrolls and Page Pixels

The findings showed that there were relationships between the percentage and number of visitors, the percentage of scrolls and the number of pixels on the Home, Conversion Rate Optimisation, and Free Analysis and Audit pages for online users of different devices. These relationships indicated difference when online users first started to land on the website for their visits; to brows on the website pages; or, to convert into customers on the website. That is, if 25% or less of online users scrolled down to visit 75% or more of the pages, the number of pixels is high, represented by 75% or more. Conversely, if 75% or more online users scrolled down but only visited up to 25% of the pages, the number of pixels was less than 25%.

These findings indicate that the page sections on the website had different percentages and numbers of visitors who landed on website pages. They also had different percentages of scrolls and different numbers of page pixels that were uploaded by online users. The findings also indicated that there was a decrease across all three devices in the percentage and number of visitors and online users and an increase in the number of pixels when these visitors and online users scrolled down on the Home; the Conversion Rate Optimisation; and the Free Analysis and Audit pages.

When there were many visitors and online users who visited above the fold, there only a small number of pixels were uploaded. This happens because visitors and online users had no interest in scrolling down to find more information and details before converting into customers. However, when there are a few visitors and online users who visit below the fold, there a greater number of pixels were uploaded because visitors and online users were interested in scrolling down to locate more information and details before converting into customers.

Within the Conversion Funnel, flow state includes continuous attention and concentration on the website at the acquisition stage; deep mental engagement at the behaviour stage; and converting visitors into online users or customers at the conversion stage on the website (Hoffman and Novak 1996; Rosen and Purinton 2004; Lu et al. 2009). When relating the findings to the theoretical framework, it is evident that the type of device: desktops, tablets or mobile phone moderates the experience of online users when they scroll through different sections of the Home, Conversion Rate Optimisation, and Free Analysis and Audit pages. Therefore, the type of device has an effect on maintaining the attention and concentration of the website traffic. It is evident that when online users scroll down through devices, they experience the flow state at different stages and sections of pages.

These findings indicate that there is an opposite relationship between percentage and number of visitors and online users, and the percentage of scrolls and number of pixels uploaded on the Home, Conversion Rate Optimisation, and Free Analysis and Audit pages. The highest percentage and number of online users could potentially serve as a predictor of a lower number of pixels and percentage of scrolls. Developers, analysts and designers may use website features with functions, images or links that need greater numbers of pixels to be uploaded above the fold. On the other hand, they may use website features with functions, images or links that need fewer pixels to be uploaded below the fold.

On the informative Lead Generation website, the current study found that there were relationships between reduction of the percentage and number of visitors and online users, and the rise in the number of pixels and percentage of scrolls indicating that the visitors and online users gradually lost their attention and concentrated on the landing page; on the browsing pages; and on the conversion page. The findings of this study contribute to the body of knowledge on Website Features Quality by indicating the real-time responses of online users through the various Conversion Funnel stages. These results lead to new knowledge that can be added to the literature review of the Lead Generation website.

5.2.3 The Conversion Funnel

This section discusses the findings at the acquisition stage, the behaviour stage and the conversion stages of the Conversion Funnel as determined, by the online survey. The findings discussed in this section address Research Objective 3: To investigate the preferences of online users on the Lead Generation website in the Conversion Funnel Stages through online surveys. The finding from Google Analytics answer Research Question 3: Which Website Features Quality is preferred by visitors in the Conversion Funnel stages,

including (i) acquisition stage, (ii) behaviour stage, and (iii) conversion stage on the Lead Generation website? The Theory of Planned Behaviour, including personal attitude, subjective norms and behavioural control, is also discussed.

5.2.3.1 *Demographics at the Acquisition Stage through the Conversion Funnel*

The findings show that search and motivation were impacted by the previous visits of visitors and online users. That is, visitors and online users who have visited the website previously were more likely to use Google engine when they search for the website. They also used Google engine to compare websites with each other to find out more information about the best services for each of them. The results further show that visitors and online users who previously visited the website were more likely to be motivated by Google review to visit a reviewed website. Visitors and online users, who were also looking for information on Conversion Rate Optimisation and expert content, responded to first-hand information and other case studies about that were featured on the website (ConversionKings 2018).

The results further indicated that the personality of visitors and online users impact their Google search. That is, professional visitors and online users were more likely to use Google search, and these professionals are motivated by online advertisements to visit the website. Professionals made up 28% of online survey respondents who were looking on behalf of their workplace (ConversionKings 2018). Visitors and online users who were agencies (12% of online survey respondents) were also looking to increase value to their clients through Google search (ConversionKings 2018). In addition, individual visitors and online users are more likely to be motivated by referral to visit a website.

Visitors and online users whose income is less than \$10 million per year were more likely to search through Google engine, whereas visitors and online users with an income of more than \$10 million per year were more likely to be by referral to visit a website. These findings based on demographic data and its correlations with Website Features Quality are essential for marketing segmentation purposes during the acquisition stage.

5.2.3.2 *Demographics at the Behaviour Stage through the Conversion Funnel*

The findings show that browse and friction are impacted by previous visits, personality and income per year of visitors and online users. That is, different personalities of visitors and online users make them more or less likely to engage on the website. The results further indicate that visitors and online users who visited the website previously were more likely to use services or tests, terms or specialists and feel that they have sufficient information or content to browse and surf more on the website than first-time visitors. In

addition, the results indicate that visitors and online users who had not visited the website previously were more likely to use products or techniques on the website to browse and surf more on website pages. Visitors and online users who had not previously been to a website also utilised other methods, such as a phone call or email to find more information (ConversionKings 2018).

Furthermore, the results indicate that visitors and online users who earned less than \$10 million or between \$10 million and \$100 million per year, were more likely to browse and surf to obtain sufficient information or content on the website. Given that these visitors and online users find sufficient information or content to be the most critical browse element, so any imagery depicting revenue should be relevant and in the range of income per year for these two types of visitors and online users. These findings related to demographic data and its correlations with Website Features Quality is essential for marketing segmentation purposes during the behaviour stage.

5.2.3.3 Demographics at the Conversion Stage through the Conversion Funnel

The findings show that incentive and anxiety were impacted by previous visits to the website and the personality of visitors and online users. That is, online users who visited the website previously were more likely to be converted into customers on the website. The results further indicate that visitors and online users who have not visited the website previously were more likely to choose trust, interaction and website recommendations to encourage them to convert into customers on the website. Visitors and online users sought out third party reviewers on the website (ConversionKings 2018).

The results further indicate that professional visitors and online users were less likely to convert into customers on the website when they experienced poor navigation or lack of information. The results further indicate that individual visitors and online users were less likely to convert into customers on the website when they experienced unavailability of other case studies on the website pages.

These findings based on demographic data and its correlations with Website Features Quality are essential for marketing segmentation purposes during the conversion stage. Table 5.5 shows a comparison between the Demographics in the Conversion Funnel Stages.

Table 5.5: Comparison between the Demographics in the Conversion Funnel Stages.

Acquisition	Search	Motivation	Previous Visits	Personality	Income Per Year
	Google Engine and Comparing Websites	Google Review and Google Search	Have been to the Website Before	Professional and Agency	> \$10 Million
Behaviour	Browse	Friction	Previous Visits	Personality	Income Per Year
	Services or Tests, Teams or Specialists and Sufficient Information or Content	Not Applicable	Have been to the Website Before	Professional	> \$10 Million and \$10 - \$100 Million
Conversion	Incentive	Anxiety	Previous Visits	Personality	Income Per Year
	Interaction and Website Recommendations	Navigation: Not Well-Designed and Content: Insufficient Information and Details	Have been to the Website Before	Professional	Not Applicable

Table 5.3 shows there is a range of tools or techniques that online users utilise on the website through the Conversion Funnel stage. At the acquisition stage, online users access Google engine and compare websites, to search for a desired website and land on it. They also use Google review and Google search as other tools or techniques as motivation to visit the website and land on it.

At the behaviour stage, online users focus on sufficient information or content as the main browsing element to engage them more fully on the website. They also utilise other browsing elements, such as service or tests, to search for more specific information and details on the website.

At the conversion stage, online users have opportunities to convert into customers, but they may also face challenges in converting into customers at the same time. In relation to website opportunities, online users look for interaction and website recommendations to convert into customers. Online users may give up if they face website challenges in the form of navigation that is not well-designed and content that provides insufficient information. These challenges may lead online users to leave the website and end their journey before converting into website customers.

5.2.3.4 Website Features Quality at the Acquisition Stage through the Conversion Funnel

The findings show that visitors and online users at the acquisition stage prefer Google engine to search for a website. This indicates that Google engine is an essential search channel to locate a website. That is, Google engine enhances Website Features Quality during the acquisition stage by attracting traffic to the website. Therefore, there was a direct positive relationship between the number of visitors and online users using Google engine and those landing on and searching the website making Google engine the primary channel to acquire visitors and online users to the website. On a Lead Generation website, as an informative environment, the current study found that Google engine had a more significant impact on the search of visitors and online users than other factors, including word of mouth, comparison websites and social media.

The findings show that visitors and online users in the acquisition stage are motivated by Google review to visit the website. That is, visitors and online users perceived Google review to positively impact their motivation to visit the website. Google review was the primary marketing channel to motivate visitors and online users to land on the website. The current study found that the Google review factor had a more significant impact on the motivation of visitors and online users when compared to other factors, including Google search, referral and online advertisements on the Lead Generation website. The personal attitude of online users towards Google engine, therefore has a positive relationship with the search for the website.

These findings are supported by studies showing online user positive attitudes impacts attraction to a website (Pavlou and Fygenson 2006; Lin 2010). This finding is

supported by seminal work that indicates the positive attitudes of offline consumers results in positive subjective norms (other opinions or perspective) (Fishbein and Ajzen 1976). These results can further be explained in terms of the Theory of Planned Behaviour (Song and Zahedi 2005). The Theory shows that personal attitude and subjective norms have an impact on the search behaviour of visitors to land on the website at the acquisition stage (Lin 2010). The Theory of Planned Behaviour explains how online users perceptions of information quality positively impact their attraction to e-commerce websites (Pavlou and Fygenon 2006). It is evident that the Theory of Planned behaviour is applicable to websites in e-commerce as well as in the Lead Generation context.

Several studies in e-commerce indicate the importance of a positive attitude towards Website Features Quality and the attraction of online users to websites (Perdue 2002; Kine 2005; Zhong 2014). None of these studies has investigated search and motivation in relation to the attraction of these online users. These studies show that overall website quality is affected by the perceived visual attractiveness of the website (Kline et al. 2005; Perdue 2002); and a study in China found that attractive websites increased their accessibility when they experienced a high-quality website (Zhong et al. 2014). However, none of these studies showed that Google engine is the most favoured search channel in terms of attraction or that Google Review is the preferred channel in terms of motivation.

5.2.3.5 *Website Features Quality at the Behaviour Stage through the Conversion Funnel*

The findings show that visitors and online users at the behaviour stage preferred sufficient information or content as a primary factor to browse on the website. That is, sufficient information or content enhance Website Features Quality during the behaviour stage by engaging more traffic on the pages of the website. Visitors and online users perceived sufficient information or content of the website to directly impact their engagement and browsing on the pages of the website. The current study found that sufficient information or content had a more significant impact on the behaviour of visitors and online users than other factors, including services or tests, teams or specialists and products or techniques on a Lead Generation website.

The findings showed that visitors and online users at the behaviour stage prefer the reputation or rank of the website as the primary factor to engage them to browse more on the website. This finding indicates that reputation or rank was the essential feature to engage traffic more on the website, and there is a direct positive relationship with the intention to convert into customers. Lead Generation websites may use the reputation and rank as the

main website feature to engage visitors and online users more on their website as it has a more significant impact on the behaviour of visitors and online users when compared to other factors, including price or cost and value or results.

These findings are supported by previous studies that show that the likelihood of online users to engage and browse on the website can be explained in terms of the Theory of Planned Behaviour (Song and Zahedi 2005). The Theory explains how online users perceived information quality to have a positive impact on their surfing and engagement with website pages (Pavlou and Fygenson 2006). The Theory shows that personal attitude, subjective norms and behavioural control have an impact on the browse behaviour of online users on the website at the behaviour stage on e-commerce websites (Lin 2010).

This Theory explains how visitors browse specific information and details at the behaviour stage. The availability of specific information and details through the browse leads to encouraging online users to convert into customers.

These findings are supported by studies that indicate a direct positive relationship with information quality and online user behaviours (Karahanna et al. 1999; Kim and Benbasat 2003; Pavlou and Fygenson 2006; Sun et al. 2016; Jimenez-Barreto and Campo-Martinez 2018). For example, sufficient information and content were found to have a positive impact on online purchase behaviour on an e-commerce website (Kim and Benbasat 2003; Pavlou and Fygenson 2006). Another study showed that information quality has a positive impact on online user behavioural intentions on an e-commerce site (Karahanna et al. 1999). Indeed previous studies in e-commerce show that information quality is the most important attribute during website design (Sun et al. 2016) and quality further effects willingness of co-creation experiences of online users (Jimenez-Barreto and Campo-Martinez 2018). It is thus possible that online users on the Lead Generation website may perceive information quality as very important during website design and contributing to online co-creation experiences.

5.2.3.6 *Website Features Quality at the Conversion Stage through the Conversion Funnel*

The findings show that visitors and online users at the conversion stage prefer trust as a primary factor to prompt them to convert into customers on the website. That is, trust enhances the Website Feature Quality during the conversion stage by converting more traffic into customers on the website. The perceived trust of visitors and online users on the website has a direct positive relationship with their conversion into customers. On the Lead Generation website, as an informative environment, trust has a more significant impact on

conversion of visitors and online users than interactions and recommendations. These findings link with previous studies that indicate a direct positive relationship between trust and online user behaviours (Wang et al. 2015; Tseng and Wang 2016). A previous study found that e-Trust mediates the relationship between website quality and booking intentions (Tseng and Wang 2016). Wang et al. (2015) indicate that source credibility on the website impacted the buying of travel products.

Furthermore, the findings showed that the lack of understanding of the agency, for example, unavailability of other case studies, was a primary factor that caused most apprehension in online users in converting to customers on the website. This finding indicates that the experience aspects of the agency, such as unavailability of other case studies, was essential to prevent traffic from converting into customers. That is, visitors and online users perceive the unavailability of other case studies on the website as the most worrying factor related to website features that stop them from converting into customers on the website.

Experience of the agency, such as unavailability of other case studies, requires more attention as its availability is the primary website feature to facilitate the decision and final action of visitors and online users to complete trials and tests on the website and finish their online journey. On the Lead Generation website, as an informative environment, the experience of the agency has a more significant impact on the conversion of visitors and online users when compared to navigation that is poorly designed and content that has insufficient information and details. No study was found that confirms the important relationship between lack of experience and understanding in online user behaviours. This may, however, be linked to studies that show that online users perceive website design as a vital service priority (Kardaras et al. 2013).

The likelihood of online users to convert into customers on the website can be explained in terms of the Theory of Planned Behaviour, which is supported by previous studies (Song and Zahedi 2005). The theory explains how online users gain sufficient knowledge about the website at the conversion stage to take the final action (Pavlou and Fygenon 2006). This final action includes trials or tests, on the website pages on the Lead Generation website. Visitors and online users try these trials or tests at the conversion stage by filling out the application form on the website to convert into customers. The ease of filling out the application form through the trials or tests leads to an increase in the willingness of online users to convert into customers.

This shows that personal attitude, subjective norms and behavioural control have an impact on the decisions of customers on the website at the conversion stage (Lin 2010). Pavlou and Fygenon (2006) define personal attitude as an encouragement to complete the final action, such as a purchase, on e-commerce websites. Personal attitude, such as trust in the agency, is used by the customers to utilise the browsed information on the website to make a conversion or not. There is a positive relationship between subjective norms and the willingness of online users to purchase from the website (Karahanna et al. 1999).

That is, subjective norms, such as the experience of the agency in terms of previous cases, are an incentive element used by customers that involve the online review of others, including family members, friends, colleagues, and online reviewers to impact their opinion whether to make a conversion on the website. Behavioural control: perceived control and perceived difficulty (Trafimow et al. 2002) also impacts on the decisions of customers. In particular, this study showed that trust in the agency and experience of the agency in terms of previous case studies are elements of behavioural control that impact on the decisions of customers to make the final action on the website. The availability of quality features on the website builds trust and encourages online users to convert into customers. Conversely, the unavailability of other case studies, for example, on the website prevents online users from converting into customers.

5.2.3.7 *Correlations and Relationships between Website Features Quality at the Acquisition Stage and the Behaviour Stage*

The data presented in Section 4.4 in Chapter 4 provides evidence that motivation elements at the acquisition stage, such as online advertisements, Google search and Google review, impact Website Features Quality at the behaviour stage more than search elements of Google engine and word of mouth. This demonstrates that there is a direct positive relationship between the acquisition stage and the behaviour stage of the Conversion Funnel in terms of Website Features Quality. More specifically, engaging more visitors and online users at the behaviour stage of the Conversion Funnel was impacted by Website Features Quality at the acquisition stage of the Conversion Funnel. These features of the website included Google engine, word of mouth, online advertisements, Google review, Google search and referral.

In addition, the findings show that visitors and online users utilise Google engine or word of mouth on the website during the acquisition stage to increase their likelihood to engage more during the behaviour stage through services or tests. This shows a direct

positive relationship between Google engine and word of mouth as searching elements at the acquisition stage and services or tests as a browsing element in the behaviour stage. The findings further show that Google engine or word of mouth contributes to Website Features Quality at the acquisition stage and similarly, browse, services or tests, enhance Website Features Quality at the behaviour stage on the Lead Generation website.

Furthermore, the findings show that visitors and online users who utilise motivation through online advertisements during the acquisition stage to visit a website are more likely to engage during the behaviour stage through services or tests. Online users who chose teams or specialists were also motivated by online advertisements as a browse element to surf on the website. Moreover, they further motivated by reputation or rank of the website as a friction element, in their intention to convert online users into customers. There shows a direct positive relationship between online advertisements as a search element at the acquisition stage and browse elements at the behaviour stage on the Lead Generation website.

Additionally, the findings show that visitors and online users who were motivated through Google Review to visit a website during the acquisition stage are more likely to engage through access to sufficient information or content, and services or tests as browse elements during the behaviour stage. This demonstrates a direct positive relationship between Google review as a motivation element at the acquisition stage, and sufficient information and content, products or techniques and services or tests, as a browse element at the behaviour stage on the Lead Generation website.

The findings further show that visitors and online users who use Google search as a motivation element during the acquisition stage are more likely to engage during the behaviour stage, through sufficient information and content and products or techniques as browse elements on the website. This shows a direct positive relationship between Google search as a motivation element at the acquisition stage, and sufficient information or content and products or techniques as a browse element at the behaviour stage on the Lead Generation website.

In addition, the findings show that visitors and online users utilising online advertisements or Google review as motivation elements during the acquisition stage are more likely to browse on reputation or rank of the website as a friction element when intending to convert into customers on the website. There is thus a direct positive relationship between Google review as a motivation element at the acquisition stage and

reputation or rank as a friction element at the behaviour stage on the Lead Generation website.

5.2.3.8 *Correlations and Relationships between Website Features Quality at the Behaviour Stage and the Conversion Stage*

The data presented in Section 4.4 in Chapter 4 demonstrates that browse at the behaviour stage in the form of services or tests, team or specialists and sufficient information or content, impacts Website Features Quality at the conversion stage more than other factors such as price or costs. There is therefore a direct positive relationship between the behaviour stage and the conversion stage of the Conversion Funnel in terms of Website Features Quality. More specifically, converting visitors and online users into customers at the conversion stage of the Conversion Funnel was impacted by Website Features Quality at the behaviour stage. These features of the website included services or tests, teams or specialists and sufficient information or content and price or cost.

The findings also show that during the behaviour stage visitors and online users browse for sufficient information or details on the website that increases their likelihood to convert into customers during the conversion stage through interaction. This demonstrates a direct positive relationship between sufficient information or content as a browsing element at the behaviour stage and interaction as an incentive at the conversion stage. The findings further show that sufficient information or content contributes to Website Features Quality at the behaviour stage and incentives, such as interaction, enhance Website Features Quality at the conversion stage on the Lead Generation website.

Furthermore, visitors and online users who browse during the behaviour stage to find services (trials) or tests and teams or specialists on the website are less likely to convert during the conversion stage due to the highest levels of anxiety because of poor navigation and poorly designed websites. This shows a direct positive relationship between services or tests and teams or specialists as a browse element at the behaviour stage and poor navigation and poorly designed websites as incentive elements at the conversion stage on the Lead Generation website.

Additionally, the findings show that services or tests and teams or specialists do not contribute to Website Features Quality at the behaviour stage in the absence of navigation, and poorly designed websites do not enhance Website Features Quality at the conversion stage on the Lead Generation website. There is a direct positive relationship between services or tests and team or specialists as browse elements at the behaviour stage and more

poorly designed websites as an anxiety element at the conversion stage on the Lead Generation website. This positive relationship between browse and search elements is due to increased user anxiety and for website owners indicates that poorly designed websites will lead to lower conversion rates.

The findings further show that visitors and online users who browse on price or cost during the behaviour stage as a friction element for engaging more on the website are more likely to experience difficulty finding sufficient information and details at the conversion stage. There is, therefore, evidence of a direct positive relationship between price or cost as browse elements at the behaviour stage and the lack of information as an anxiety element at the conversion stage on the Lead Generation website. Whilst this positive relationship reflects increased friction leading to increased user anxiety, the impact is again ultimately on reduced conversion. The understanding that should be taken on board by website owners from these findings is that reduction of friction, leads to a reduction in anxiety which in turn can increase in the likelihood of user conversion.

5.2.3.9 *Correlations and Relationships between Website Features Quality at the Acquisition Stage and the Conversion Stage*

The data presented in Section 4.4 in Chapter 4 demonstrates that motivation elements at the acquisition stage of Google search and Google review, impact Website Features Quality at the conversion stage more than other factors including Google engine and word of mouth. This provides evidence of a direct positive relationship between the acquisition stage and the conversion stage of the Conversion Funnel in terms of Website Features Quality. More specifically, converting visitors and online users into customers at the conversion stage of the Conversion Funnel are impacted by Website Features Quality at the acquisition stage. These features of the website impacting conversion include Google engine, word of mouth, Google review, Google search and referral.

In addition, the findings show that during the acquisition stage visitors and online users who use Google search for interaction, increase their likelihood to convert into customers during the conversion stage. This shows a direct positive relationship between Google search as a search element at the acquisition stage and interaction as an incentive at the conversion stage. The findings further show that Google search contributes to Website Features Quality at the acquisition stage and incentives, such as interaction, enhance Website Features Quality at the conversion stage on the Lead Generation website.

Furthermore, the findings show that visitors and online users who utilise Google engine or word of mouth to search during the acquisition stage are less likely to convert into customers during the conversion stage due to high levels of anxiety due to poorly designed websites. This reflects a direct positive relationship between Google engine as a search element at the acquisition stage and poorly designed websites as an anxiety element at the conversion stage on the Lead Generation website. There is, therefore, a negative relationship between the search elements and quality of design on the website as an anxiety element, which means that poorly designed websites increase anxiety, which leads to lower conversion.

Similarly, visitors and online users who search using Google review during the acquisition stage are less likely to convert into customers during due to high levels of anxiety because of poorly designed websites and the lack of information. There is thus also a negative relationship between the search elements and quality of design and the lack of information as anxiety on the website as anxiety elements, which means that poorly designed websites increase anxiety, which leads to lower conversion.

5.3 Study Recommendations

In this section, the academic and practical recommendations of the current study are discussed.

5.3.1 Academic Recommendations

The current study recommends that there is a need for more studies on the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in terms of Google Analytics, Heat maps and the Conversion Funnel. This recommendation is made because there is still minimal knowledge available about these in the body of knowledge on the Lead Generation website. Whilst the current study aims to fill this gap, it is only one small part of what is needed.

There is a need to continue to study Website Features Quality, including Content Feature Quality, Design Feature Quality, System Feature Quality and Service Feature Quality, to contribute to the body of knowledge within the Lead Generation website. It is further recommended that the Technology Acceptance Model, Flow Theory and the Theory of Planned Behaviour should be applied within studies in the Lead Generation to investigate the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

5.3.1.1 *Google Analytics*

The current study recommends investigation of the performance of the Website Features Quality and its relationship with both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation using Google Analytics because there is minimal knowledge available about these in the literature related to the Lead Generation website, specifically, in the acquisition, behaviour and conversion stages of the Conversion Funnel. The use of Google Analytics also needs to be extended to other types of studies, such as comparative studies between multiple websites simultaneously, two or more durations on one website, or two designs related to one website. It is recommended that the use of demographic data to include country, language and operating system related to Google Analytics should be extended rather than the use of age, gender and the device category, as in the current study.

5.3.1.2 *Heat Maps*

The current study recommends further investigation of the experience of online users related to Website Features Quality and its relationship with both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation using Heat Maps. There is a need for more studies applying the use of clicks or taps, movements and scrolls related to Heat Maps. This includes further investigation of the experience of online users related to Website Features Quality and its relationship with both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

The use of Heat Maps should be extended to other types of studies, including comparative studies between websites, on durations on one website, and between two designs related to one website. The use of Hot Jar in relation to Website Features Quality also requires further study in relation to Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation.

5.3.1.3 *The Conversion Funnel*

The current study recommends greater understanding of the preferences of online users related to Website Features Quality, their relationship with both Visitor Acquisition and Online User Behaviour, and the impact on Conversion Rate Optimisation using the Conversion Funnel related to the Lead Generation website. The use of the Conversion Funnel also needs to be extended to other types of studies, such as comparative studies between two categories of responses from more than one country, and multiple durations or designs related to one website. It is recommended to extend the use of demographic data,

including age, gender and occupation related to the Conversion Funnel in addition to the use of country, previous visits, personality and income per year, as in the current study.

5.3.2 Practical Recommendations

In this section, the practical recommendations related to Google Analytics, Heat Maps and the Conversion Funnel in the current study are discussed.

5.3.2.1 Google Analytics

The findings of this study indicate that generation Y, which is 25-34 years, should be the first target of segmentation by website owners compared to other age categories. Males should be the first target of segmentations males are more interested in website content and comprise most visitors to the website.

The findings also indicate a need to provide desktop-based functions, such as quizzes. These functions may engage and prompt additional visitors and online users on websites. The priority to enhance Website Features Quality should be given to desktop devices, though the design of pages on tablet devices needs to be enhanced. The usefulness of Content Feature Quality and Service Feature Quality and the usability of Website Design Quality and Website System Quality on websites should be a focus for improvement. This could be achieved by enriching Website Content Quality and Service Feature Quality to be more attractive in order to solve the usability problem related to Website Design Quality and Website System Quality and make it easier for users to engage.

There is a need to improve the Website Content Quality on websites to draw more attention to online users; for example, there is a need to consider the architecture of information. This improvement may include the details and the content on the website pages, such as the specialities at on the page of Conversion Rate Optimisation. It is important to enhance and improve the information on the page ABOUT US because this page has recorded the highest number of interactions by online users. The content quality on the page of the AUDIT on the Conversion Rate Optimisation page needs to be enhanced because it was among the essential website sections. These improvements and enhancements may lead to an increase in the number of returning online users on the website.

The following aspects of Conversion Rate Optimisation demonstrate the requirement more attention from website specialists. Firstly, there is a need to enhance the number of Goal Completions on the website to raise the percentage of the Conversion Rate. Next, there is a need to continuously improve the percentage for Conversion Rate to improve the overall performance of the website. Finally, there is a need to enhance the interest in

Goal Value on the website to continue to improve revenue and profits. Developers, designers and analysts need to focus more on the low percentage of traffic on channels, such as Paid Search, Referral or Display channels to improve the quantity of the traffic. This may then lead to enhancing the channels that promote Goal Completions, such as Organic Search as Paid Search and Referral channels recorded the highest level of Goal Conversion Rate.

5.3.2.2 Heat Maps

The study recommends the development, improvement and enhancement of the content on pages of the website in a manner that decreases the number of unnecessary clicks or taps. Enhancement of the areas that recorded the most number of fixations will improve content as online users showed more interest in these areas. Improvement of the areas that recorded average or lower numbers of fixations is of secondary importance because online users are less interested in these areas.

There is a need to design website pages that better fit the size of tablets and mobile phones to increase the probability of conversion. The essential parts of the content, such as information, links or visualisations, need to be put on right, middle or left sides, or on the top of pages of the website because these areas recorded more interest from visitors or online users. There is also a need to improve the Website Content Quality in a manner that decreases the number of movements on pages as this will increase the fixations of online users on the content. It is suggested that the space between the content, including links, information or visualisation, is minimised. This minimisation may lead to an increase in interactions by visitors or online users.

The order of the pages needs more attention by developers, designers and analysts of websites. It is also recommended that essential content should be put on the first page to reduce confusion for visitors or online users. Essential content, such as information about the agency, should be placed on the first part of the page, followed by the less critical content. Websites should avoid using images that need more data to be downloaded but instead use high-quality images or visualisations because this may reduce the time and data for the download information. In addition, because there were no clicks or taps on the edges of some shapes, squares or rectangles in most cases, it is recommended that circle or oval shapes be used for icons or images on websites.

It is recommended that the Home page on the website be designed so that it fits on one page on the screen of any device, including desktops, tablets or mobile phones. There is also a need to reduce the size of other pages as much as possible. This reduction in page

size is required because there are a few online users who are interested in scrolling down. These suggestions may lead to a decrease in the scroll of online users on pages of the website, leading in turn to more efficiency and effectiveness in searching or browsing of visitors or online users.

There is a need to display the most important content, functions and links on the first part or top section of the page rather than other parts of pages. This display in the top section is required because the highest number and percentage of visitors or online users sight the part first. Most visitors or online users scrolled down sufficiently to sight the first part or top section of the page, and this reduced for compared to the second, third or last part parts on pages. It is recommended to display high-quality visualisations, including images, icons and pictures, on the first part or top section of the page rather than other sections of pages because the highest percentage of page pixels are downloaded through the part first.

5.3.2.3 *The Conversion Funnel*

It is recommended that developers, designers, analysts or marketers should strategically focus on the stages of the Conversion Funnel, including awareness or acquisition, consideration or behaviour, decision or conversion, and rating and review. They could utilise these stages to sort their visitors and online users and apply strategies accordingly. For example, visitors may relate more to the awareness or acquisition stage, online users may be better targeted in relation to the consideration or behaviour stage, and customers may require strategies related to the decision or conversion stage. It would be useful to create a scale at each stage and to determine where individuals are placed on this scale. For example, ‘are they on the entrance step of the stage?’, ‘are they on the wandering step of the stage?’ or ‘are they on the exiting step of the stage?’

Developers, designers, analysts or marketers of websites need to consider the choices of online users to use Google Engine or Google Reviews in the awareness or acquisition stage. Analysis of the performance of these and other choices that have not been selected by online users could be used to increase the number of visitors and number of sessions related to Visitor Acquisition. Developers, designers, analysts and marketers should also consider the need of online users for sufficient information or content and also reputation or rank in the consideration or behaviour stage. These two features need to be enhanced, and consideration given to others that were not selected by online users, to improve the browsing of and for online users related to Online User Behaviour.

Developers, designers, analysts and marketers also need to consider the requirements of online users related to trust and experience in the decision or conversion stage. This consideration can help to enhance the performance of these two requirements, and other requirements that were not reflected by online users, to lift the percentage of Conversion Rate and improve Conversion Rate Optimisation.

5.4 Study Contributions

In this section, the academic and practical contributions of the current study are discussed.

5.4.1 Academic Contributions

The most significant academic contribution of this current research was to develop and apply the theoretical model shown in Figure 3.1. This model provides a framework for understanding the motivation factors of Website Features Quality that impact Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation and the relationship between these in terms of usability and usefulness within the Lead Generation website. This model involved the application of three existing theories simultaneously: the Technology Acceptance Model which incorporates usefulness and usability (Davis 1989); the Theory which focuses on attention and concentration (Csikzentimihalyi 1975); and the Theory of Planned Behaviour which includes personal attitude, subjective norms and behaviour control (Ajzen 1991). The combination of these theories into one overarching model allowed for a novel and detailed investigation of a range of aspects of the website using online techniques that are currently available but have not been applied to date in research in this field with a focus on the Lead Generation website.

Use of the techniques of Google Analytics and Heat Maps that draw on real-time data in combination with an online survey enabled a broad study that looked at macro and micro-level factors that impact on Website Features Quality performance of the website in addition to the experience and preferences of online visitors and online users. At a macro-level, Google Analytics was used to investigate how Website Features Quality impacts the performance of the website including: (i) attracting more visitors to visit the website; (ii) engaging online users to spend more time on website pages; and (iii) converting more visitors into online users and customers on the Lead Generation website. Heat Maps at a micro-level were used to investigate how Website Features Quality impacts the experience of online users including: (i) Visitor Acquisition (ii) Online User Behaviour and (iii) Conversion Rate Optimisation. Finally, at a macro level Website Features Quality

preferences of visitors and online users were determined through an online survey at a macro-level to investigate impact on the Conversion Funnel stages (i) acquisition, (ii) behaviour and (iii) conversion.

Through these techniques, the four aspects of Website Features Quality; content quality, design quality, system quality and service quality; were investigated at each stage of the Conversion Funnel to determine the impact on Visitor Acquisition and Online User Behaviour and consequently the impact on Conversion Rate Optimisation on the Lead Generation website. A further contribution of this novel methodology was to provide a focus on three types of website pages as part of the investigations of the experiences of online users and their preferences on the website.

Through the results of this study, a contribution is made to academic literature: including information systems, digital marketing and Conversion Rate Optimisation fields. This contribution relates specifically to the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their consequent impact on Conversion Rate Optimisation within the Lead Generation website.

Contributions to practice, include development, design, analysis and marketing fields. This contribution is made by adding emerging results on the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation that were empirically examined the Lead Generation website. The investigations of the performance of the website represented by Google Analytics, the experience of online users represented by Heat Maps, and the preferences of online users on the website represented by the Conversion Funnel were researched in an informative environment through the case study of Conversion Kings being a Lead Generation website.

Google Analytics of demographics (age, gender and devices), default channels, landing pages and exiting pages and real-time data, including acquisition, behaviour and conversion, investigated the performance of the Website Features Quality on the Lead Generation website. Hot Jar as modern technology was used to create the visualisations of Heat Maps, including clicks or taps, movements and scrolls, related to Website Features Quality.

Click or tap, movement and scroll data investigated the strengths and weaknesses of the Website Features Quality that associated positively or negatively with both Visitor Acquisition and Online User Behaviour and impacted the Conversion Rate Optimisation. The preferences of visitors from Australia and the United States related to Website Features

Quality on the Conversion Funnel stages, including acquisition, behaviour and conversion, added to the literature review of information systems, digital marketing and Conversion Rate Optimisation.

The Technology Acceptance Model, Flow Theory and the Theory of Planned Behaviour were applied simultaneously to research the performance of the Website Features Quality, the experience of online users and the preferences of online users about the website related to Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation on the Lead Generation website.

This thesis also provided more academic contributions from the perspective of the Lead Generation website to the body of knowledge on digital marketing, consumer behaviour and marketing communications.

First, the current thesis contributes to the body of knowledge on digital marketing. Overall, findings confirm previous digital marketing and website quality literature which posits that information quality (review and website recommendations); design quality (content and availability of case studies); service quality (interaction and reputation); and system quality (navigation and trust) have a direct influence on acquiring more visitors; engaging online users to stay for a long time; and to converting worth online users into customers of the website.

Second, the thesis contributes to the customer behaviour literature by finding that online user attitudes towards Website Features Quality impacts online user behaviours. The findings show that subjective norms of others motivate online users to complete the final action.

Third, the current thesis contributes to the body of knowledge on marketing communications by indicating ways that digital marketers and website developers can attract online users to their website. The thesis finds that Lead Generation websites attract online users through the availability of useful information and ease of navigation. Interestingly, most attention was obtained from online users using a desktop as their search device. Websites are most attractive when online users use direct channels. The most popular page used to attract attention is the Home page. The Home page and the specialist subpage attract attention through Google analytics. Most attention through Heat Maps was on desktops through desktop movements. In the Conversion Funnel, Google engine was the channel that led to the increased attraction.

5.4.2 Practical Contributions

Google Analytics results provided developers, designers and analysts of the website with the information about the performance of Website Features Quality and converted points of visitors to become online users throughout the website from entering to leaving, including locations, paths and times. Marketers can utilise these Google Analytics results to predict both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. This prediction will assist in attracting more visitors to land on the website, in engaging more online users on website pages and in increasing Conversion Rate Optimisation.

Demographics including age, gender and device category through Google Analytics provide a better understanding about the Acquisition, Behaviour and Conversion of clients through website channels. This understanding can help marketers in targeting the people who are most interested in the website in terms of visiting, engaging and converting.

Heat Map data can offer website developers, designers and analysts, visualisations of the experience of both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. Marketers can also utilise visualisations of the experience of Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation to enhance present offers and services to online users. These offers and services will help to engage more online users and consequently improve Conversion Rate Optimisation.

Demographics including desktops, mobile phones and tablets through Heat Maps show a better understanding about the Acquisition, Behaviour and Conversion of clients on the website pages. This understanding can help developers, designers and analysts in presenting the most relevant content for the website clients in terms of visiting, engaging and converting.

The Conversion Funnel data results included preferences of online users related to Website Features Quality. These preferences included internal motivations, such as reputation, sufficient information and trust, and external motivations, such as word of mouth, reviews and rank. Marketers can utilise these preferences of online users to increase their knowledge about perceptions that improve Visitor Acquisition, Online User Behaviour and Conversion Rate Optimisation. Knowledge of these perceptions will help to convert more visitors into online users and customers.

Demographics including country, previous visits, personality and income per year of users through the Conversion Funnel offers a better understanding of the Acquisition, Behaviour and Conversion of clients through the website Conversion Funnel. This

understanding can help developers, designers, analysts and marketing in presenting the most important website features for clients in terms of visiting, engaging and converting.

5.5 Study Limitations

There are several limitations of this study related to the scope. The current study used only one website as a case study to collect data. In addition, some of the data collection, related to Heat Maps, occurred over a period of one week. As Wilson (2010) has indicated this limitation on time of data collection should be avoided where possible. The collection of data from only the one website, including one interface, is a limitation because there are currently no standards in the literature that can be applied for measuring the efficiency or effectiveness of Website Features Quality without comparing it with another interface or website (Bojko 2006).

However, the application of the techniques within the theoretical model was still able to provide valuable data that contributed to knowledge in the area. It is, however, also acknowledged that the techniques of Google Analytics and Heat Maps require more practice in application and experience by both specialists and researchers to provide depth and accuracy in interpretation (Liikkanen 2017).

A particular limitation of the survey component was that on the case study website, it was not possible to distinguish between respondents who were visitors and those who were online users. Recalling that visitors refer to those who landed on the website for the first time, this meant that the online survey in some responses may not accurately reflect the real preferences of online users on the website. This limitation has previously been noted by (Koufaris 2002).

It has been noted in the literature (Pakkala et al. 2012, p. 511) that within information-oriented websites, including the Lead Generation, it is more difficult to define acquisition, behaviour or conversion compared to other types of website, such as e-commerce. The current study examined a Lead Generation website as a niche environment, which filled a gap in the extant literature, but may limit the generalisability of findings. In addition, the case study website used only one channel to connect and communicate with visitors, online users and customers, as a pure channel, which may also limit the generalisability of findings as noted by (Ashraf and Thongpapanl 2015).

Whilst the limitations above are noted as a consequence of the scoping of a PhD study within limitations of resources, including time, funds and the volume of the thesis,

they lead to reflections on how future work could further contribute to this largely unexplored area using this theoretical approach and online real-time techniques.

5.6 Future Research

In the area of Conversion Rate Optimisation, there is no specific theory about the mechanism of conversion of online users on the website. Most theories discuss conversion either from the perspective of behaviour; the technical performance of technology; or, from the psychological point of view. There is thus a lack of knowledge about how this conversion occurs and how factors, such as power and space, facilitate this conversion. No conversion could occur unless these two factors interact simultaneously. For example, the rocket cannot start its trip unless there is a power to push it and space available to fly in and land it.

Hence, there is a need to further develop theory and model building of these main aspects of this study. These are the motivating or pushing factors; the retaining or pulling factors and the converting factors, to build theoretical, empirical and technical knowledge around behavioural reasons of motivation and retention for conversion. The motivating or pushing factors, which the power, should include further investigation of online advertisements, Google reviews, rating or review, social media and Word of Mouth. These factors play a role in the acquisition of visitors and online users, and progress customers toward their final actions or conversions through impacting their behaviour. These factors impact visitors, online users and customers before they land on the platform or space, including applications, websites or other platforms. Retaining or pulling factors, in this space, including content, design, system and service of applications, websites or other platforms also need further investigation. These platforms or spaces should be ready to engage and retain the new conversion, including visitors, online users and customers.

Every conversion to be completed should have to push or motivate in addition to pull or retain aspects that lead to friction, which, in turn, creates the conversion, including a decision or final action. Once the conversion is completed, the platform or space should be ready to support this new conversion by offering what the customer needs, wants and desires. If there is any issue related to one of these three components, including motivation or pushing factors, retention or pulling factors or friction, the conversion may fail.

This type of theory or model is similar to many previous theories or models in other disciplines. For example, ‘input, process and output in the information systems discipline’ (Bushnell 1990); ‘Mehrabian and Russell’s (1974) model of stimulus, organism and

response in the marketing discipline'; and 'sender, message-channel and receiver in the communication discipline' (Berlo 1977). In relation to Conversion Rate Optimisation, there is a need to develop a theory or model related to motivation, retention and conversion, because there is no specific theory related to Conversion Rate Optimisation. This suggested theory would reinforce the understandings of the mechanism of converting visitors into online users or customers in the online environment.

The study of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation should be further researched in other environments, such as e-commerce, e-communication, e-education, e-health or e-publishing, in Australia. These future studies need to repeat the type of research undertaken in this study on other websites using metrics and reports of Google Analytics "to delimit more accurately the effectiveness of different traffic sources and to compare these results with other case studies" (Plaza 2010, p. 37). Future studies should be built on hypotheses or preferably hypothesis-guided as recommended previously by (Liikkanen 2017). There is a need to obtain more information around the preferences and expectations about Website Features Quality of online users. Samples with greater numbers of responses are required to ensure more accurate results and outcomes regarding preferences and expectations.

5.7 Conclusions

High-quality website features can attract, engage and convert more visitors to online users and customers. The well-established process of Visitor Acquisition leads to increased traffic attending the website. Well-understood Online User Behaviour facilitates in understanding the intention of online users regarding their needs, wants and desires on pages of the website. Conversion Rate Optimisation improves the conversion of online users, increasing Conversion Rate to achieve a successful business.

This thesis reports on a research project that aimed to study the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in the Lead Generation website. To better understand this relationship and this impact on conversion of online users, three tools were used to collect data at the organisational level and the individual level from the Conversion Kings website, an agency located in Brisbane that was used as a case study. These three tools included Google Analytics, Heat Maps and the Conversion Funnel relying on an online survey.

Google Analytics results indicated that usefulness and usability problems on the website were the main factors related to Website Features Quality that had a negative relationship with both Visitor Acquisition and Online User Behaviour and reduced Conversion Rate Optimisation. The differentiation in the demographic data moderated the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The data from the Heat Maps showed that most visitors and online users started their journey on the website to search for general information, then went to browse specific information and details, and finished by attempting trials or tests of Conversion Rate Optimisation Audit and User Experience Audit.

The home page had the most clicks or taps and movements compared to other pages. The areas of interest intensified on the top of the pages on the website. Website pages, online user devices and colours of page sections moderated the relationships between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation. The most important outcome of the data from the Conversion Funnel was that visitors and online users chose different preferences for Website Features Quality at different stages of the Conversion Funnel. These preferences were Google engine, Google review, sufficient information or content, reputation or rank, trust and experience of the agency. The demographic data moderated the choices of these preferences of Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

Google Analytics results provide demographic data and real-time data to developers, designers, analysts and marketers of the website to evaluate and improve the performance of Website Features Quality, in terms of attracting, engaging and converting the online users. Heat Maps results indicate that Heat Maps offer developers, designers, analysts and marketers a visualised measure of opportunities and challenges related to the experience of online users on pages of the website for a better understanding of the relationship between Website Features Quality and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation.

The Conversion Funnel categorised factors that were related to the preferences of online users into factors related to the acquisition stage, factors related to the behaviour stage, and factors related to the conversion stage and their relationship with the Website Features Quality. Developers, designers, analysts and marketers of the website can utilise

form these factors to better understand the preferences of online users at each stage of the Conversion Funnel.

The research on the relationship between Website Quality Features and both Visitor Acquisition and Online User Behaviour and their impact on Conversion Rate Optimisation in the Lead Generation website showed that there is a need for more study and research on these components in other environments for a better understanding of this relationship and their impact.

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7. Appendix A

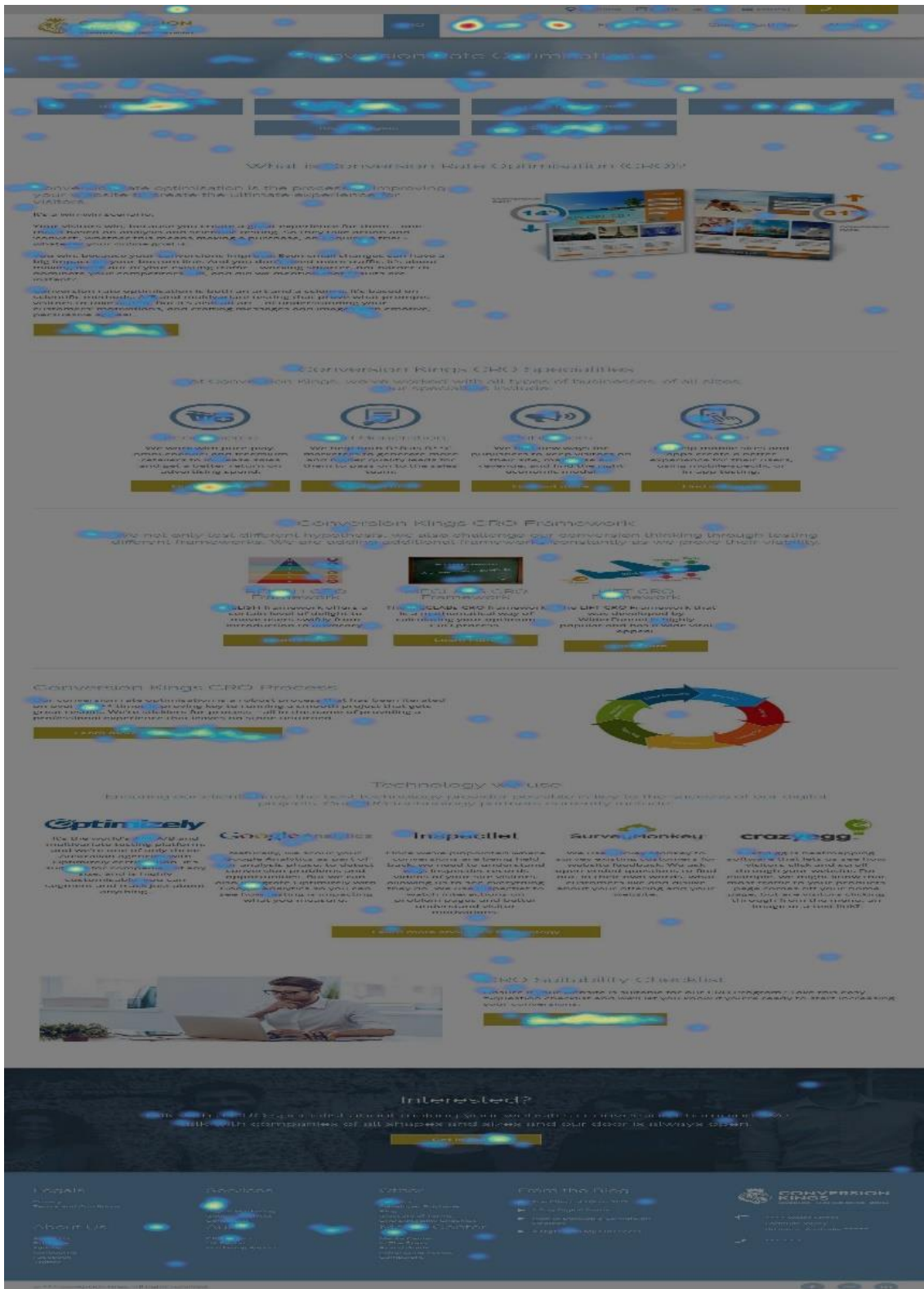


Image 4.1: The Heat Map visualisation on the Home page of the Conversion Kings website revealing clicks and taps related to desktops.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.2: The Heat Map visualisation on the Home page of the Conversion Kings website revealing clicks and taps related to tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.3: The Heat Map visualisation on the Home page of the Conversion Kings website revealing clicks and taps related to mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

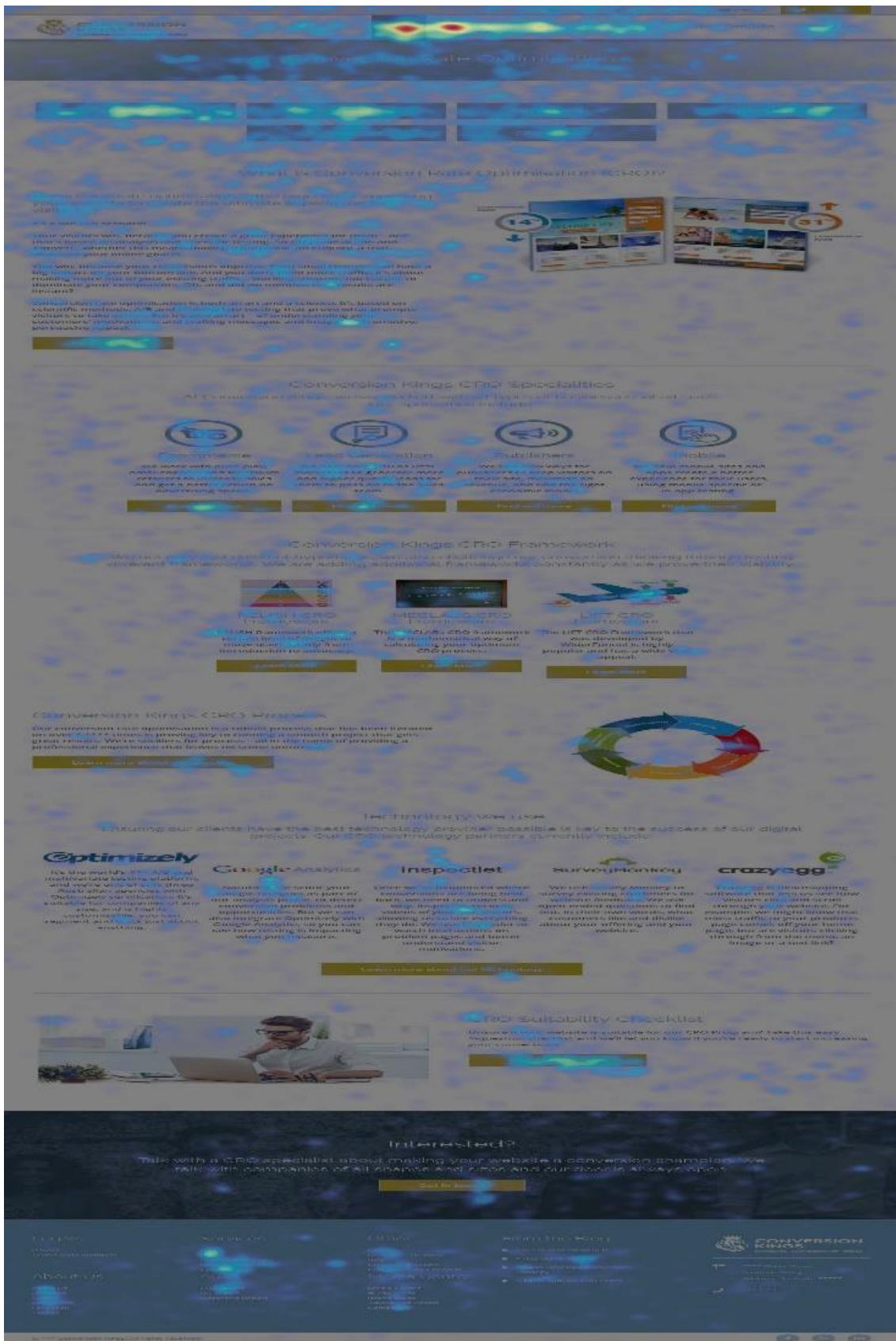


Image 4.4: The visualisation of Heat Maps reveals movements related to desktops on the Home page on the Conversion Kings website.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

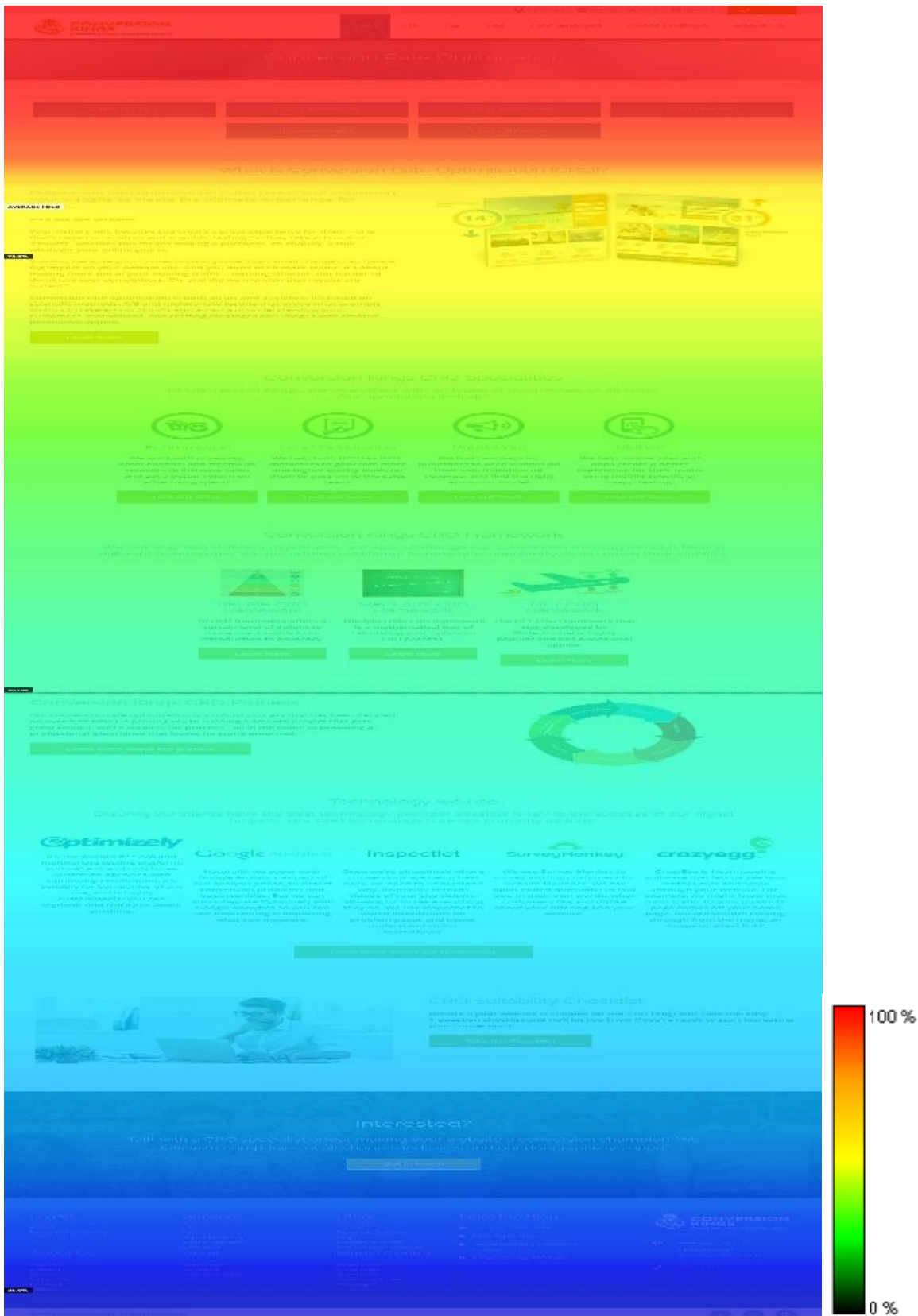


Image 4.5: The visualisation of scrolls on Heat Maps on the Home page of the Conversion Kings website through desktops.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

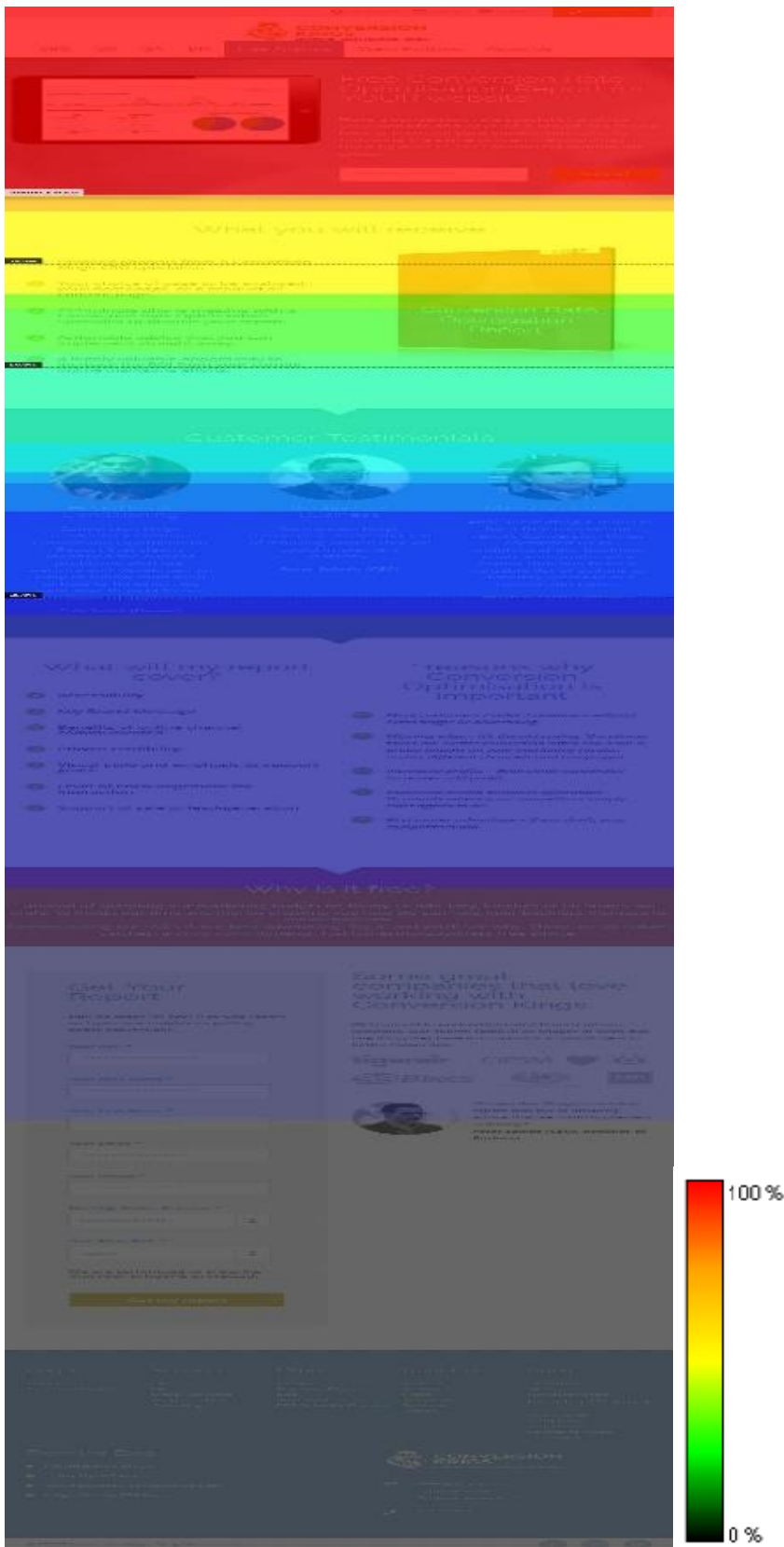


Image 4.6: The visualisation of scrolls on Heat Maps on the Home page of the Conversion Kings website through tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

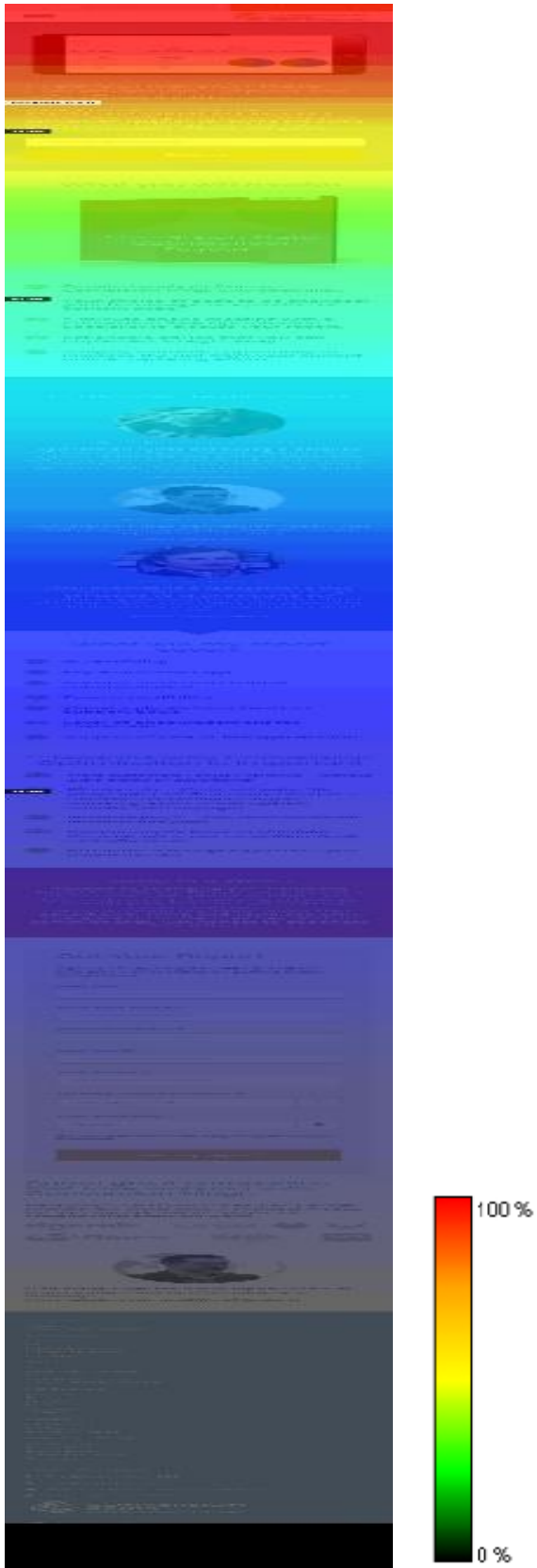


Image 4.7: The visualisation of scrolls on Heat Maps on the Home page of the Conversion Kings website through mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

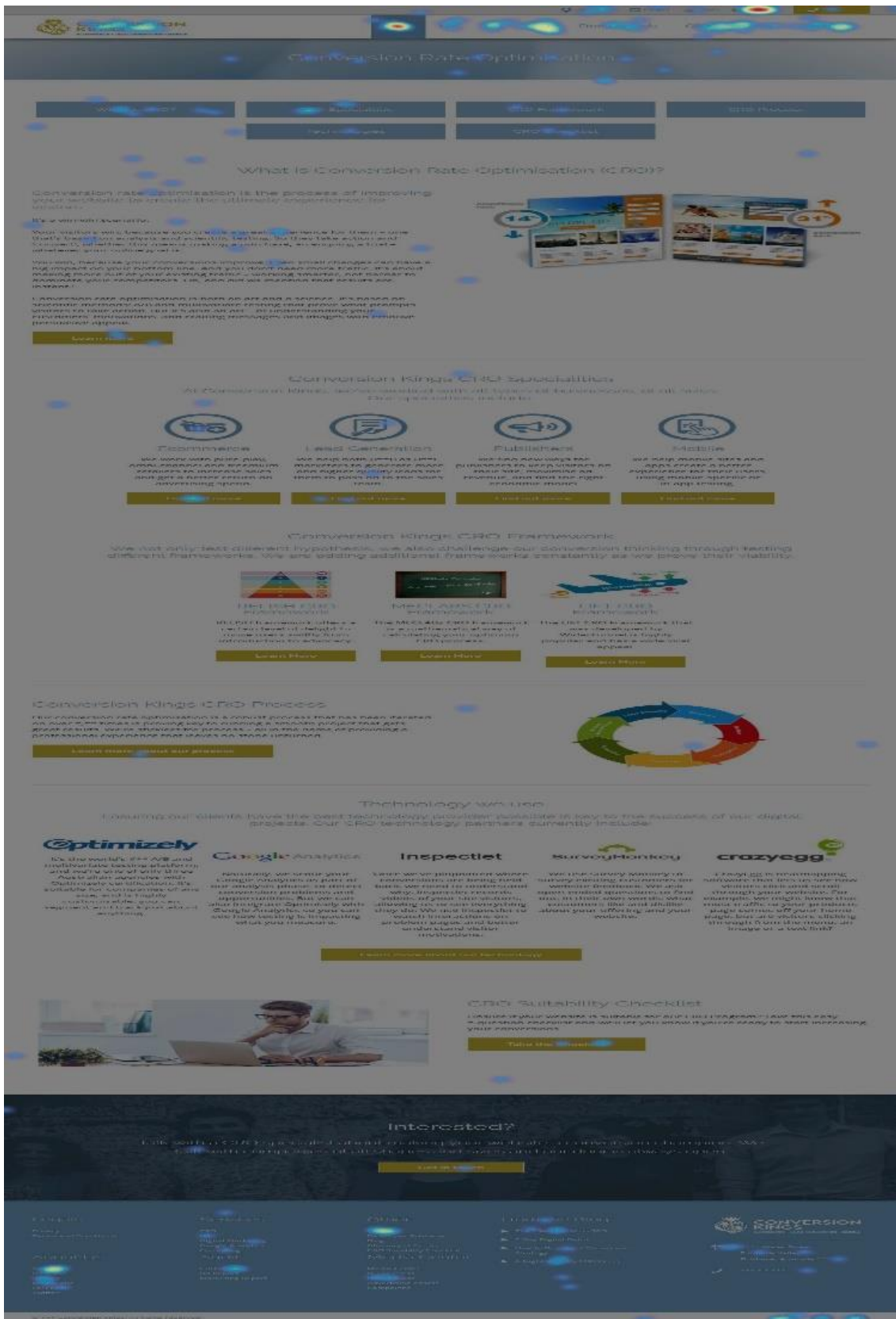


Image 4.8: The Heat Maps visualisation of clicks and taps on the Conversion Rate Optimisation page of the Conversion Kings website related to desktops.
 Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.9: The Heat Maps visualisation of clicks and taps on the Conversion Rate Optimisation page of the Conversion Kings website related to tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

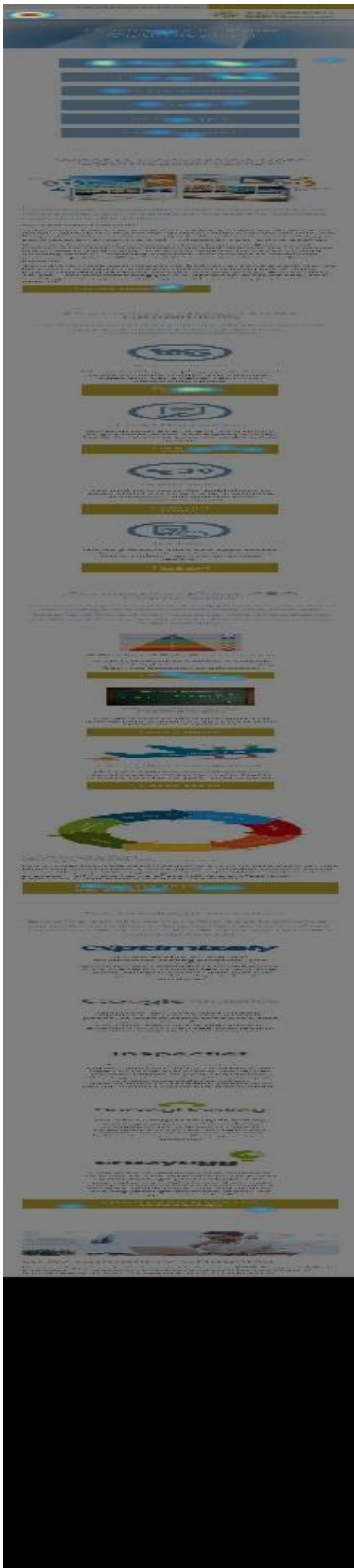


Image 4.10: The Heat Maps visualisation of clicks and taps on the Conversion Rate Optimisation page of the Conversion Kings website related to mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.11: The visualisation of Heat Maps reveals movements related to desktops on the Conversion Rate Optimisation page of the Conversion Kings website.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

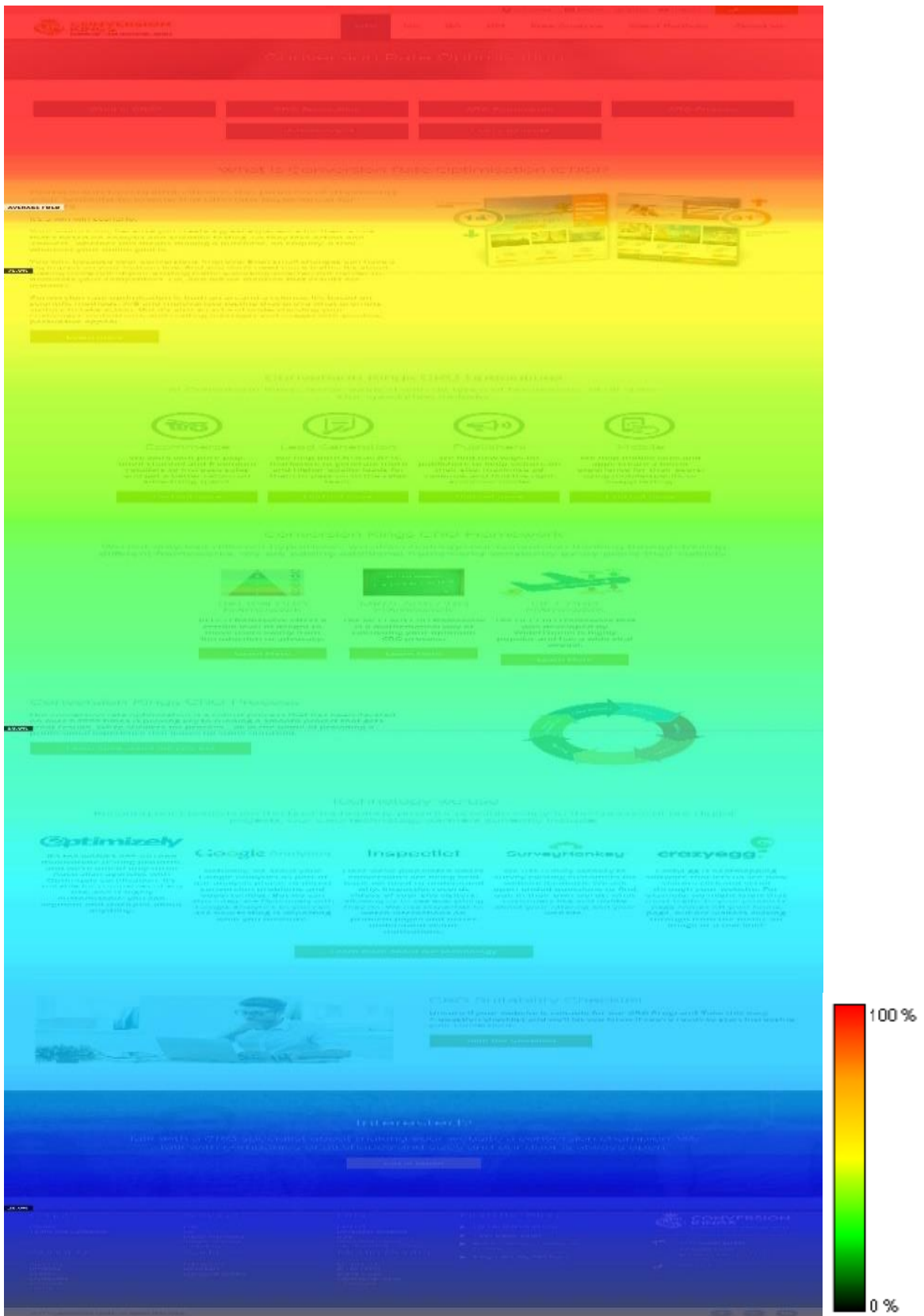


Image 4.12: The Heat Maps visualisation of scrolls on the Conversion Rate Optimisation page of the Conversion Kings website through desktops.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

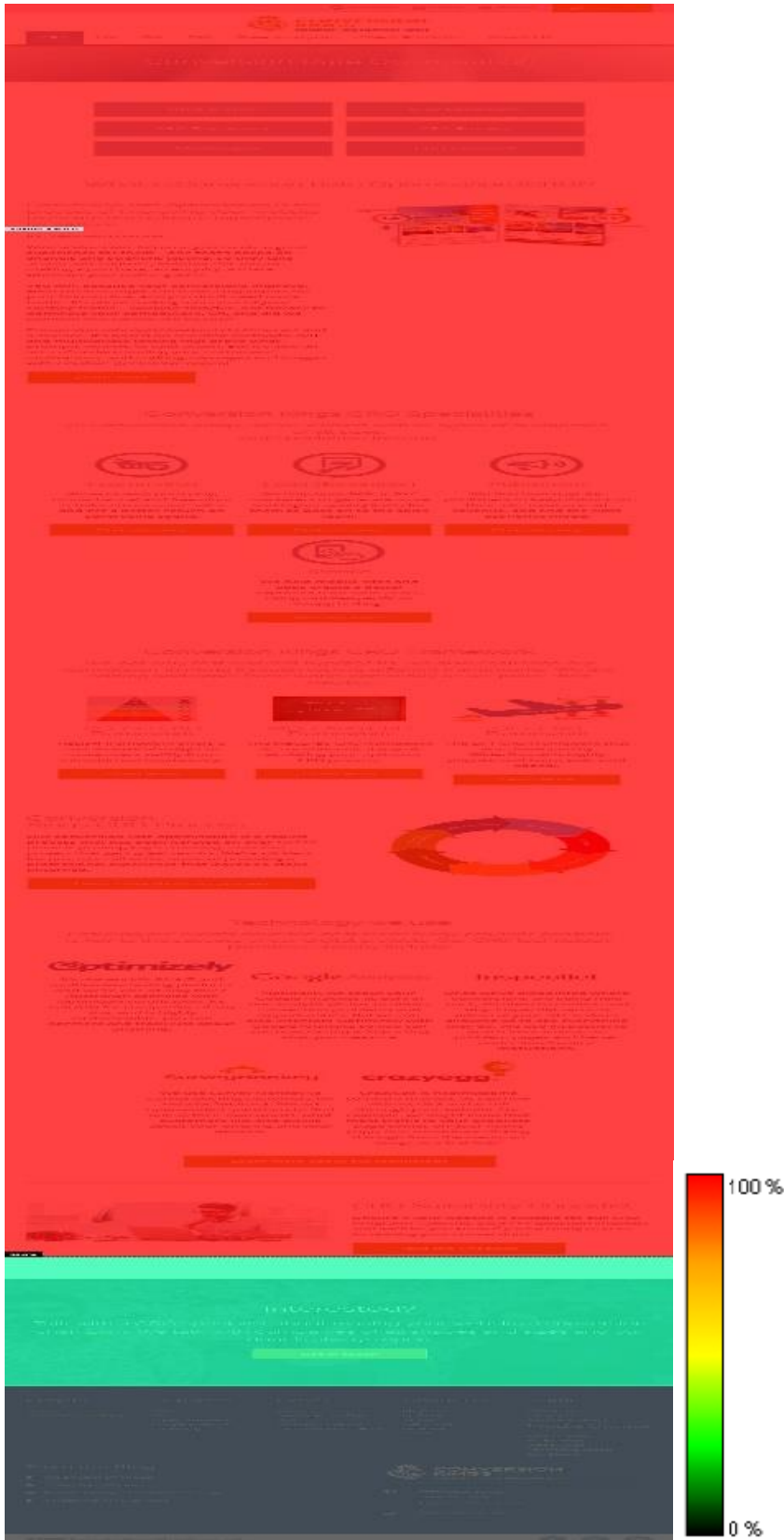


Image 4.13: The Heat Maps visualisation of scrolls on the Conversion Rate Optimisation page of the Conversion Kings website through tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

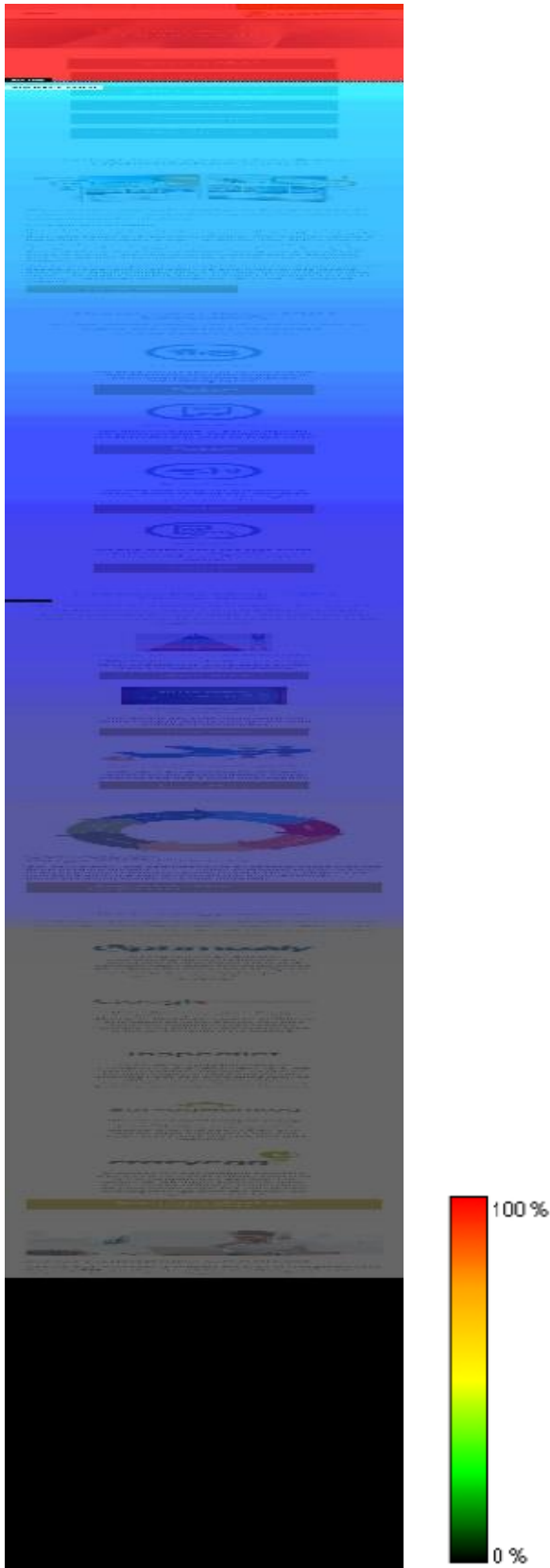


Image 4.14: The Heat Maps visualisation of scrolls on the Conversion Rate Optimisation page of the Conversion Kings website through mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

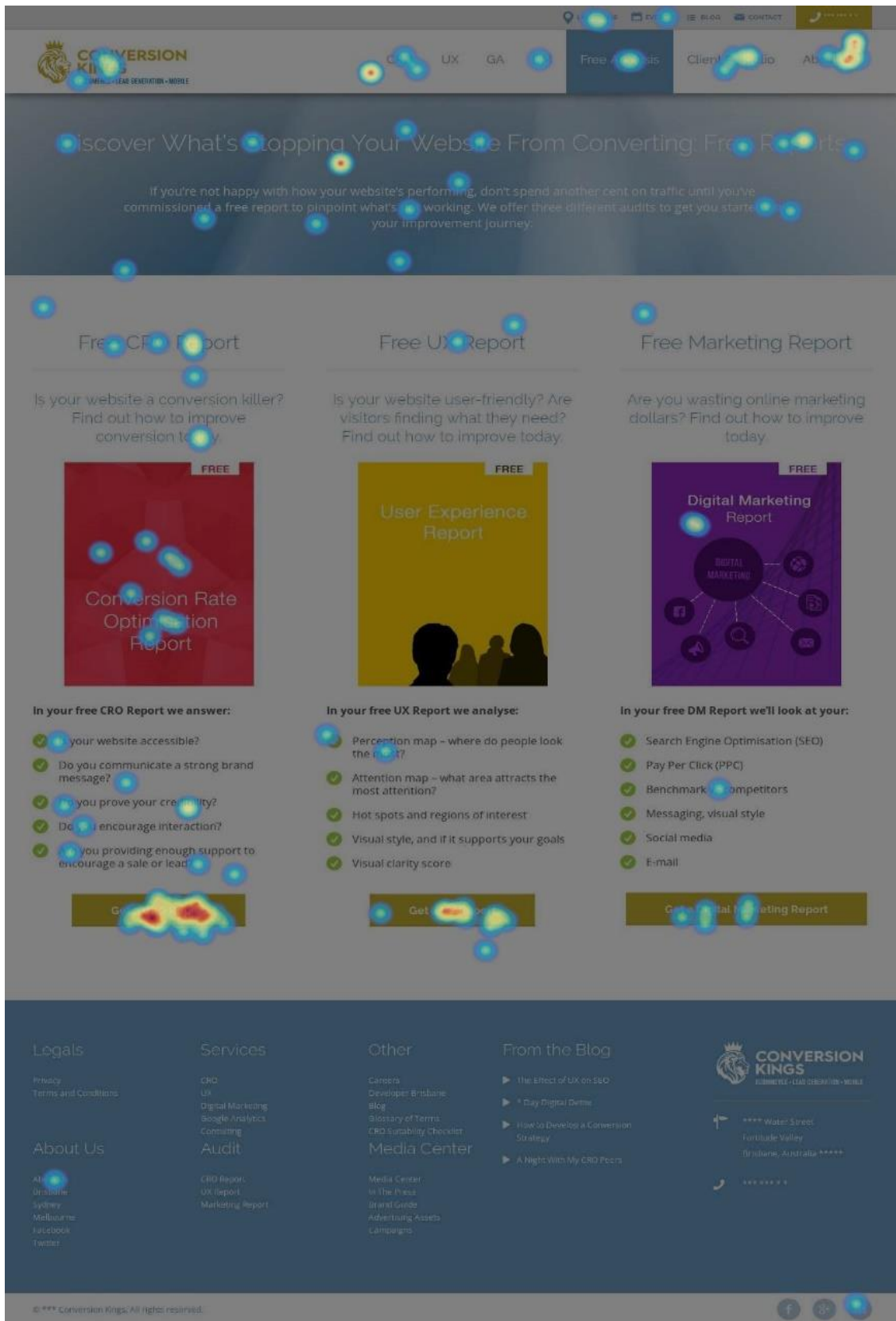


Image 4.15: The Heat Maps visualisation of clicks and taps on the Free Analysis and Audit page of the Conversion Kings website related to desktops.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.16: The Heat Maps visualisation of clicks and taps on the Free Analysis and Audit page of the Conversion Kings website related to tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.17: The Heat Maps visualisation of clicks and taps on the Free Analysis and Audit page of the Conversion Kings website related to mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

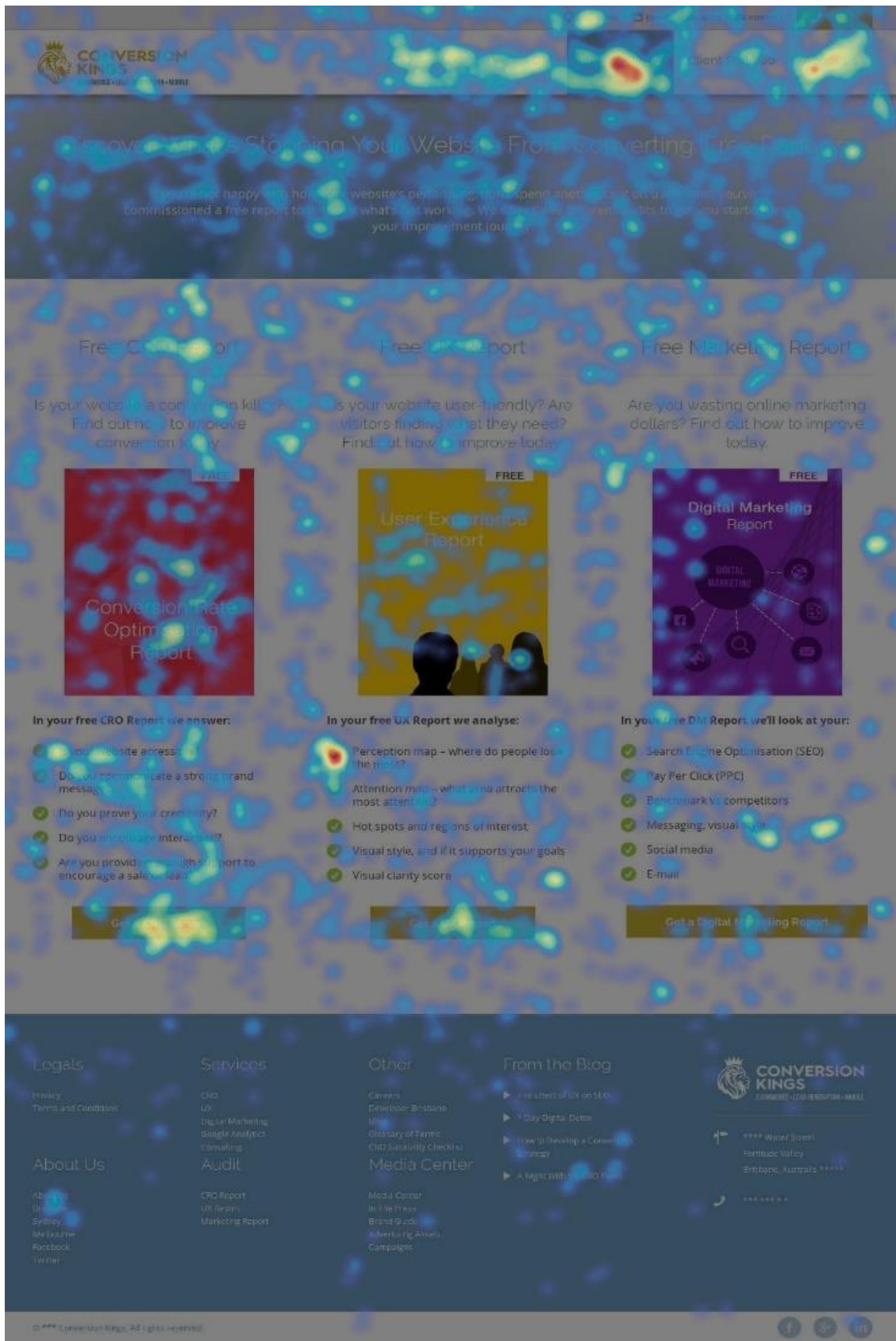


Image 4.18: The visualisation of Heat Maps reveals movements related to desktops on the Free Analysis and Audit page of the Conversion Kings website.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

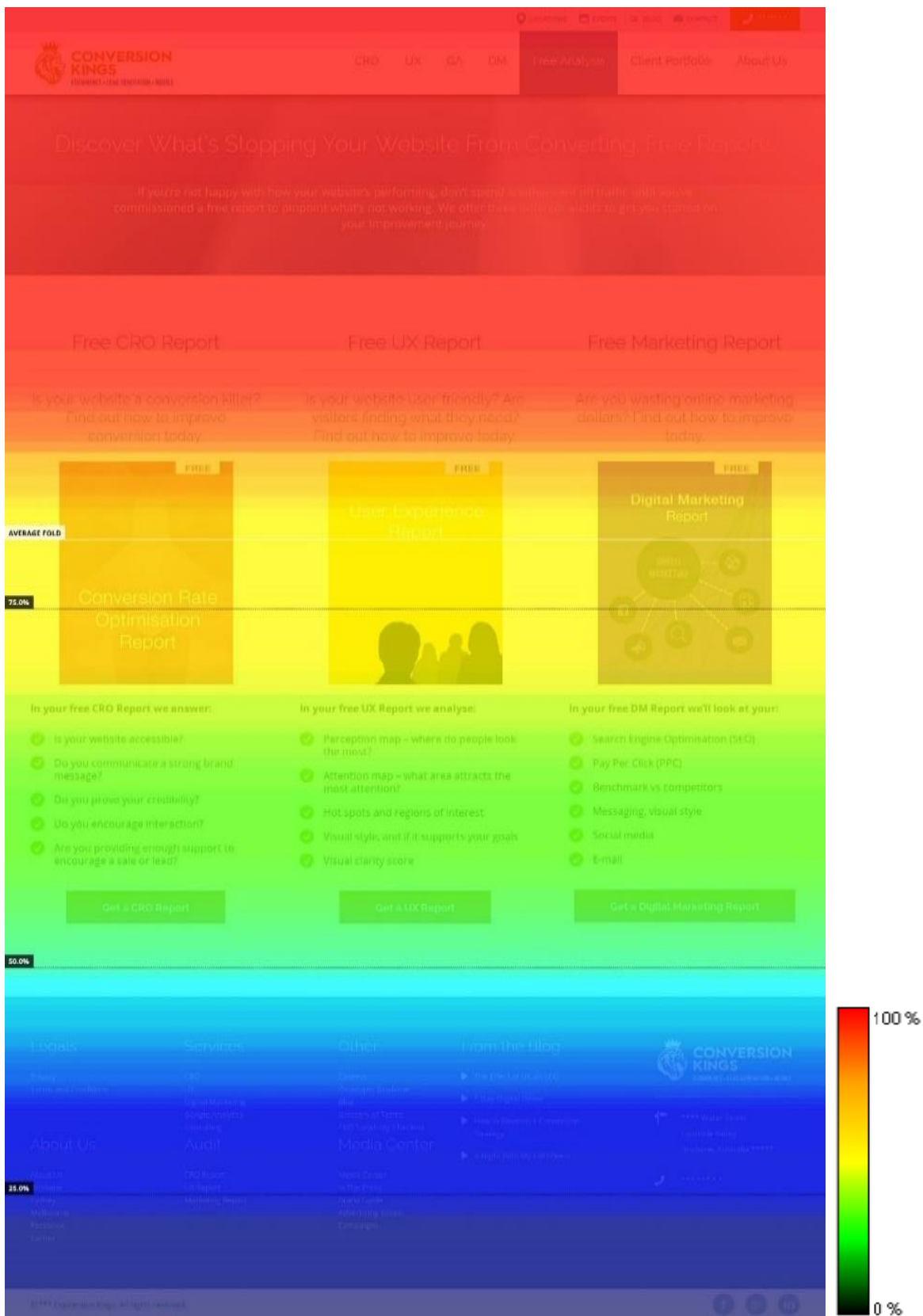


Image 4.19: The Heat Maps visualisation of scrolls on the Free Analysis and Audit page of the Conversion Kings website through desktops.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.

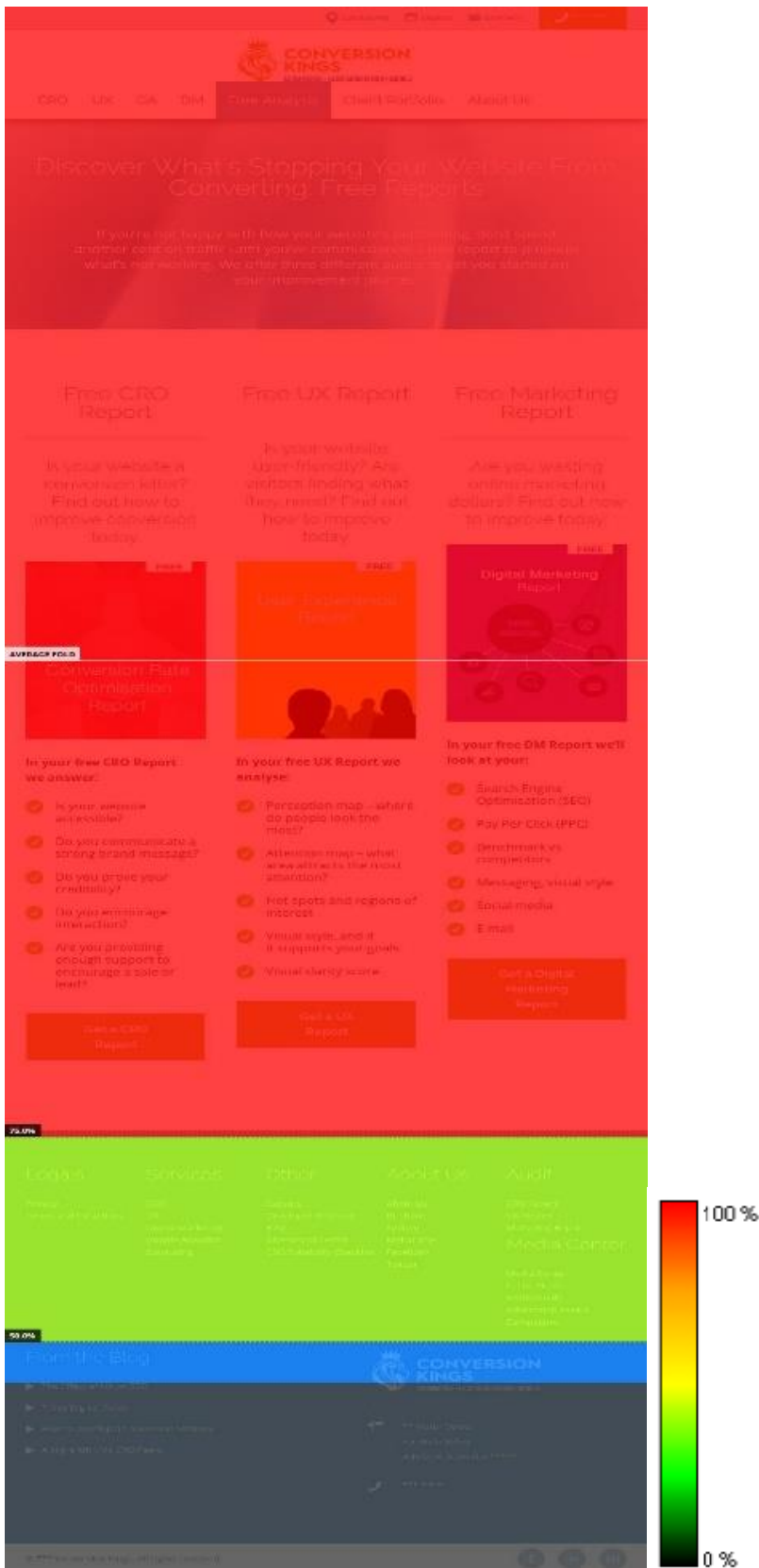


Image 4.20: The Heat Maps visualisation of scrolls on the Free Analysis and Audit page of the Conversion Kings website through tablets.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.



Image 4.21: The Heat Maps visualisation of scrolls on the Free Analysis and Audit page of the Conversion Kings website mobile phones.

Source: Hot Jar recorded Images on the Conversion Kings website in 2018.